NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 1, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	30.1	22,420
2	THREE'S COMPANY	29.9	22,280
3	HAPPY DAYS	28.4	21,160
4	CHARLIE'S ANGELS	27.9	20,790
5	M*A*S*H	27.0	20,120
6	ONE DAY AT A TIME	25.0	18,630
7	BATTLESTAR: GALACTICA	24.8	18,480
7	LITTLE HOUSE-PRAIRIE	24.8	18,480
9	TAXI	24.7	18,400
10	MORK AND MINDY	24.6	18,330
11	ABC FRIDAY NIGHT MOVIE#	23.8	17,730
11	BARNEY MILLER	23.8	17,730
11	BIG EVENT#	23.8	17,730
11	WHAT'S HAPPENING	23.8	17,730
15	VEGA$	23.5	17,510

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	24.1	49,250
2	HAPPY DAYS	23.8	48,610
3	THREE'S COMPANY	21.9	44,740
4	BATTLESTAR: GALACTICA	21.0	42,950
5	CHARLIE'S ANGELS	19.7	40,230
6	MORK AND MINDY	19.5	40,010
7	WHAT'S HAPPENING	19.1	38,990
8	LITTLE HOUSE-PRAIRIE	18.3	37,420
9	M*A*S*H	18.2	37,170
10	BIG EVENT#	17.1	35,030
11	TAXI	17.0	34,720
12	LOVE BOAT	16.8	34,340
13	ONE DAY AT A TIME	16.6	33,920
14	ABC FRIDAY NIGHT MOVIE#	16.5	33,830
15	EIGHT IS ENOUGH	16.4	33,630

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CHARLIE'S ANGELS	23.5	18,330
2	THREE'S COMPANY	23.4	18,230
3	M*A*S*H	23.0	17,960
4	LAVERNE AND SHIRLEY	22.5	17,580
5	BIG EVENT#	22.5	17,570
6	LITTLE HOUSE-PRAIRIE	22.3	17,430
7	HAPPY DAYS	22.3	17,380
8	ONE DAY AT A TIME	22.1	17,220
9	ALL IN THE FAMILY	20.3	15,810
10	VEGA$	19.9	15,560
11	ALICE	19.3	15,040
12	BARNEY MILLER	18.8	14,640
13	SOAP	18.6	14,520
14	WALTONS	18.6	14,510
15	EIGHT IS ENOUGH	18.6	14,490

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NFL MONDAY NIGHT FOOTBALL	19.9	13,970
2	BATTLESTAR: GALACTICA	19.3	13,520
3	CENTENNIAL#	18.9	13,230
4	NFL FOOTBALL GAME 2-NBC#	18.2	12,730
5	THREE'S COMPANY	18.0	12,620
6	CHARLIE'S ANGELS	17.4	12,200
7	LAVERNE AND SHIRLEY	17.3	12,130
8	HAPPY DAYS	17.3	12,120
9	BARNEY MILLER	16.4	11,510
10	BARNABY JONES	16.2	11,360
11	ABC FRIDAY NIGHT MOVIE#	16.1	11,320
11	WHAT'S HAPPENING	16.1	11,320
13	ALL IN THE FAMILY	16.1	11,280
14	M*A*S*H	15.9	11,140
15	MORK AND MINDY	15.7	11,010

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 1, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	HAPPY DAYS	27.7	13,390
2	LAVERNE AND SHIRLEY	26.9	13,020
3	THREE'S COMPANY	26.2	12,700
4	CHARLIE'S ANGELS	25.5	12,330
5	BIG EVENT#	25.1	12,160
6	BATTLESTAR: GALACTICA	24.0	11,640
7	M*A*S*H	23.7	11,460
8	SOAP	23.6	11,430
9	ONE DAY AT A TIME	23.6	11,410
10	FAMILY	22.6	10,960
11	WHAT'S HAPPENING	22.0	10,630
12	MORK AND MINDY	21.9	10,610
13	BARNEY MILLER	21.9	10,580
14	TAXI	21.6	10,440
15	VEGA$	21.1	10,240

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	WALTONS	30.5	7,200
2	G.E. ALL-STAR ANNIVERSARY(S)	27.2	6,410
3	LITTLE HOUSE-PRAIRIE	26.8	6,330
4	ALL IN THE FAMILY	25.7	6,070
5	60 MINUTES	24.4	5,750
6	ALICE	23.5	5,540
7	M*A*S*H	22.0	5,180
8	CENTENNIAL#	20.1	4,750
9	GRANDPA GOES-WASHINGTON	20.1	4,740
10	ONE DAY AT A TIME	19.8	4,670
11	CHARLIE'S ANGELS	19.7	4,650
12	MARY	19.5	4,610
13	HAWAII FIVE-O#	18.4	4,340
14	THREE'S COMPANY	17.9	4,220
15	LOVE BOAT	17.8	4,210
16	BARNABY JONES	17.1	4,040

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BATTLESTAR: GALACTICA	25.2	11,610
2	NFL MONDAY NIGHT FOOTBALL	20.6	9,480
3	HAPPY DAYS	19.8	9,140
4	WHAT'S HAPPENING	19.5	8,990
5	LAVERNE AND SHIRLEY	19.3	8,900
5	MORK AND MINDY	19.3	8,900
7	THREE'S COMPANY	19.0	8,770
8	ABC FRIDAY NIGHT MOVIE#	18.1	8,340
8	NFL FOOTBALL SPECIAL(S)	18.1	8,340
8	SOAP	18.1	8,340
11	BARNEY MILLER	17.9	8,260
12	NFL FOOTBALL GAME 2-NBC#	17.9	8,230
13	CENTENNIAL#	17.4	8,010
14	TAXI	16.5	7,590
15	ABC SUNDAY NIGHT MOVIE#	16.3	7,490
16	CHARLIE'S ANGELS	15.8	7,270

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	25.0	4,620
2	WALTONS	23.4	4,330
3	G.E. ALL-STAR ANNIVERSARY(S)	23.0	4,260
4	CENTENNIAL#	22.7	4,200
5	ALL IN THE FAMILY	22.1	4,080
6	CHARLIE'S ANGELS	21.3	3,940
7	BARNABY JONES	21.2	3,930
7	HAWAII FIVE-O#	21.2	3,930
9	ALICE	20.3	3,760
10	VEGA$	18.9	3,500
11	NFL MONDAY NIGHT FOOTBALL	18.9	3,490
12	MARY	18.2	3,360
13	GRANDPA GOES-WASHINGTON	17.9	3,320
14	NFL FOOTBALL GAME 2-NBC#	17.8	3,300
15	M*A*S*H	17.7	3,270
16	JEFFERSONS	17.6	3,250

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	1	192		A	23.8	42	1773	1908	636	255	681	311	502	420	99^	137	640	309	472	394	83^	104^	235	134^	352	257
1 FRI. 9.00P 120 ABC FF		98		B	23.8	42	1773	1908	636	255	681	311	502	420	99	137	640	309	472	394	83	104	235	134	352	257
9.00 - 9.30				A	22.0	39	1639	1882	591	199	632	252	446	392	97^	146^	642	313	463	376	87^	115^	230	151	378	259
9.30 - 10.00				A	23.1	40	1721	1896	615	241	667	314	493	398	96^	140^	613	300	450	370	74^	99^	230	145	386	273
10.00 - 10.30				A	25.0	44	1863	1916	647	260	694	322	508	426	103^	140	651	312	486	423	83^	98^	240	125^	331	245
10.30 - 11.00				A	25.2	45	1877	1921	680	313	720	345	545	449	100^	129^	638	302	476	406	82^	98^	243	120^	320	253
ABC NEWS SPECIAL REPORT(S)		194																								
1 MON. 8.36P 24 ABC N		99		A	13.0	23	969	1552	559	203^	593	156^	278	278	93^	209^	631	226^	344	316	146^	211^	156^	56v	172^	130^
ABC NEWSBRIEF-M-F	14	188	181	A	20.6	33	1535	1938	741	298	814	384	574	463	85	186	601	291	413	324	87	147	229	136	294	199
TU-TH 9.58P 1 ABC N		97	95	B	22.0	35	1639	1937	731	291	806	374	558	451	89	190	621	294	414	328	101	164	235	136	275	191
1 FRI. 8.57P 2																										
2 M & F 8.58P 1																										
ABC NEWSBRIEF-SAT.	3	192	192	A	21.6	40	1609	1968	750	256	816	311	504	474	114	238	586	203	356	331	96	192	198	109	368	263
SAT. 9.58P 1 ABC N		97	97	B	21.7	39	1617	1943	754	283	822	325	529	476	107	218	560	201	344	326	93	171	202	113	359	262
ABC NEWSBRIEF-SUN.	3	187	190	A	22.7	35	1691	2169	648	271	729	432	603	460	50^	83	707	408	603	484	35^	65^	278	122	455	336
SUN. 8.58P 1 ABC N		96	97	B	19.9	32	1483	2223	702	304	783	445	616	464	67	116	685	383	567	454	51	84	273	129	482	335
ABC SUNDAY NIGHT MOVIE	2		197	A	20.8	34	1550	1805	732	358	841	410	639	563	45^	126^	616	300	482	415	59^	83^	197	105^	151^	92^
2 SUN. 9.00P 147 ABC FF			99	B	24.8	39	1848	2029	716	355	811	430	619	514	65	119	744	389	594	507	73	99	243	88	231	164
9.00 - 9.30				A	21.1	32	1572	1995	712	359	810	423	631	550	44^	108^	640	325	513	448	56^	72^	254	114^	291	207
9.30 - 10.00				A	20.8	31	1550	1908	731	391	839	412	646	563	48^	128^	616	311	478	412	61^	86^	219	123^	234	146^
10.00 - 10.30				A	20.8	33	1550	1756	749	377	857	416	653	580	46^	125^	585	283	457	402	49^	74^	211	129^	103^	47^
10.30 - 11.00				A	20.8	35	1550	1695	753	342	864	410	635	568	47^	142^	602	285	475	402	57^	83^	162	82^	67^	22v
11.00 - 11.30				A	20.4	40	1520	1661	723	323	847	399	631	553	42^	135^	637	302	494	415	71^	101^	129^	72^	48^	24v
ABC WORLD NEWS TONIGHT	55	195	197	A	9.0	20	671	1681	730	249	789	237	407	370	109	306	601	192	320	276	121	251	107	64^	184	124
M-F 6.30P 30 ABC N		98	99	B	8.2	20	611																			
ABC WRLD NEWS TONIGHT-SAT	33		106	A	5.0	12	373	2271	690	35v	813	393^	609^	479^	57v	193^	764	278^	541^	495^	80v	171^	75v	75v	619^	440^
2 SAT. 6.30P 30 ABC N			65	B	4.8	12	358																			
ALICE	2	192	193	A	21.8	33	1624	1904	869	341	928	286	507	489	145	343	669	196	360	350	111	233	148	80	159	119
1 SUN. 9.48P 30 CBS CS		99	99	B	21.8	33	1624	1904	869	341	928	286	507	489	145	343	669	196	360	350	111	233	148	80	159	119
2 SUN. 9.30P 30																										
ALL IN THE FAMILY	2	187	193	A	22.0	33	1639	1984	881	340	966	307	522	472	155	371	689	213	370	349	109	248	151	78	178	130
1 SUN. 9.18P 30 CBS CS		99	99	B	22.0	33	1639	1984	881	340	966	307	522	472	155	371	689	213	370	349	109	248	151	78	178	130
2 SUN. 9.00P 30																										
AMERICAN GIRLS	2	185	187	A	11.3	21	842	1819	765	343	793	258	440	407	129^	288	617	244	364	339	111^	196	162	101^	247	205
SAT. 9.00P 60 CBS GD		99	99	B	11.3	21	842	1819	765	343	793	258	440	407	129	288	617	244	364	339	111	196	162	101	247	205
9.00 - 9.30				A	11.1	21	827	1839	769	337	793	241	423	399	135^	300	591	234	339	329	103^	192	169	92^	286	229
9.30 - 10.00				A	11.4	21	849	1804	766	346	799	274	462	422	124^	276	642	258	388	348	119^	200	156	109^	207	180
APPLE PIE	2	192	190	A	11.4	22	849	1896	714	298	776	235	421	398	146^	281	682	240	392	330	142^	233	80^	57^	358	216
SAT. 8.30P 30 ABC CS		98	98	B	11.4	22	849	1896	714	298	776	235	421	398	146	281	682	240	392	330	142	233	80	57	358	216
BARNABY JONES	2	194	196	A	20.6	37	1535	1660	705	256	750	179	375	425	161	264	739	237	413	395	160	256	92	47^	79^	64^
THU. 10.00P 60 CBS PD		99	99	B	20.6	37	1535	1660	705	256	750	179	375	425	161	264	739	237	413	395	160	256	92	47	79	64
10.00 - 10.30				A	20.4	35	1520	1643	698	248	740	174	357	414	166	268	738	235	408	383	158	263	75^	43^	90	70^
10.30 - 11.00				A	20.8	38	1550	1670	714	261	758	185	390	436	153	257	740	240	417	404	159	249	106	51^	66^	58^

KEY: A – CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

HOUSEHOLD AUDIENCES — AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BARNEY MILLER																										
THU. 9.00P 30 ABC CS	3	192	196	A	23.8	37	1773	1895	767	339	826	407	597	470	82	171	650	324	466	381	83	136	207	124	212	159
		98	99	B	24.5	39	1825	1864	717	310	784	361	557	453	91	175	645	314	452	361	90	149	217	124	218	152
BATTLESTAR: GALACTICA																										
SUN. 8.00P 60 ABC SF	2	201	204	A	24.8	40	1848	2324	680	290	767	460	629	472	51^	98	732	418	627	504	40^	70	312	131	513	367
		99	99	B	24.8	40	1848	2324	680	290	767	460	629	472	51	98	732	418	627	504	40	70	312	131	513	367
8.00 - 8.30				A	23.4	39	1743	2378	689	299	780	464	635	474	47^	102	713	394	616	500	38^	64^	348	141	537	378
8.30 - 9.00				A	26.1	41	1944	2284	677	281	761	459	628	473	53^	94	750	441	642	511	42^	74	276	119	497	360
BIG EVENT-TUE.																										
TUE. 9.00P 120 NBC FV	3	205	200	A	18.2	29	1356	1554	780	290	805	256	477	469	108	249	567	177	332	331	107	171	97	44^	85^	59^
		99	99	B	16.8	27	1252	1550	794	277	829	251	476	479	111	275	552	152	315	318	99	178	95	39	74	54
9.00 - 9.30				A	17.1	26	1274	1630	778	282	802	238	458	457	114	277	613	201	362	326	108	196	72^	38^	143	89^
9.30 - 10.00				A	18.6	29	1386	1542	753	273	785	249	475	466	104	243	569	170	330	331	117	176	99	51^	89^	58^
10.00 - 10.30				A	18.8	30	1401	1531	787	298	809	267	487	483	101	231	545	165	320	340	102	156	112	49^	65^	48^
10.30 - 11.00				A	18.4	31	1371	1503	795	303	817	270	487	470	105	242	537	172	316	325	96	155	103	37^	46^	39^
BIG EVENT																										
1 SUN. 9.00P 120 NBC FV	2	204		A	23.8	37	1773	1976	891	371	992	446	687	581	113^	226	557	241	373	332	77^	123^	238	149	189	160
		99		B	19.4	30	1445	2159	840	354	916	423	646	565	89	182	752	413	562	406	74	115	237	132	254	211
9.00 - 9.30				A	22.9	34	1706	2141	893	381	984	447	672	578	116^	227	597	259	400	347	90^	139^	254	138^	306	252
9.30 - 10.00				A	23.3	34	1736	2048	897	404	1010	481	717	588	106^	211	563	233	385	352	72^	115^	244	144	231	198
10.00 - 10.30				A	24.3	37	1810	1887	884	377	991	445	691	592	110^	223	534	234	355	315	70^	113^	230	157	132^	111^
10.30 - 11.00				A	24.7	42	1840	1833	884	321	979	411	664	567	119^	240	537	239	361	313	75^	119^	220	158	97^	87^
CARTER COUNTRY																										
SAT. 8.00P 30 ABC CS	2	189	194	A	12.5	25	931	1972	681	279	742	196	387	363	166	288	722	280	428	377	134^	227	130^	79^	378	230
		98	98	B	12.5	25	931	1972	681	279	742	196	387	363	166	288	722	280	428	377	134	227	130	79	378	230
CBS EVENING NEWS-CRONKITE	10	196	196	A	12.4	27	924	1478	671	229	746	164	306	319	141	383	585	124	213	237	159	323	66^	29^	81	57^
M-F 6.30P 30 CBS N		99	99	B	12.4	27	924	1478	671	229	746	164	306	319	141	383	585	124	213	237	159	323	66	29	81	57
CBS EVENING NEWS	1		150	A	5.3	11	395	1423	674	74v	697	145v	210^	246^	84v	451^	573^	171^	185^	231^	99v	329^	107v	12v	46v	46v
2 SUN. 6.30P 30 CBS N			85	B	5.3	11	395	1423	674	74	697	145	210	246	84	451	573	171	185	231	99	329	107	12	46	46
CBS NEWS SPECIAL REPORT(S)		182		A	10.9	20	812	1450	847	264^	858	216^	399	361	175^	413	486	188^	288^	235^	68v	182^	33v	LT	73v	47v
1 MON. 10.36P 33 CBS N		99																								
CBS SAT. NEWS-SCHIEFFER	2	136	151	A	7.7	20	574	1667	702	276	741	146^	311	310	167^	365	512	78^	178^	183^	129^	304	118^	61^	296	241
SAT. 6.30P 30 CBS N		88	88	B	7.7	20	574	1667	702	276	741	146	311	310	167	365	512	78	178	183	129	304	118	61	296	241
CBS TUESDAY NIGHT MOVIES	2	182	184	A	17.2	27	1281	1742	690	270	765	263	441	427	116	233	809	365	523	468	134	199	106	21v	62^	55^
TUE. 9.00P 120 CBS FF		98	98	B	17.2	27	1281	1742	690	270	765	263	441	427	116	233	809	365	523	468	134	199	106	21	62	55
9.00 - 9.30				A	14.6	22	1088	1693	695	291	774	264	440	440	124	253	762	314	476	438	144	208	98^	21v	59^	50^
9.30 - 10.00				A	17.4	27	1296	1736	688	281	759	248	441	449	122	230	779	335	507	470	129	191	120	30^	78^	78^
10.00 - 10.30				A	18.8	30	1401	1732	671	247	743	252	429	414	107	220	820	385	537	473	126	196	118	20v	51^	46^
10.30 - 11.00				A	18.2	31	1356	1763	694	256	769	277	439	406	114	231	848	402	550	483	138	196	90^	18v	56^	42^
CBS WEDNESDAY NIGHT MOVIE	2	187	185	A	13.4	22	998	1761	739	343	804	343	540	460	121^	179	652	307	421	369	134	166	207	89^	98^	54^
1 WED. 9.00P 120 CBS FF		99	99	B	13.4	22	998	1761	739	343	804	343	540	460	121	179	652	307	421	369	134	166	207	89	98	54
2 WED. 9.00P 144																										
9.00 - 9.30				A	12.8	20	954	1881	773	352	844	347	537	442	143	224	652	280	380	333	154	197	214	80^	171	88^
9.30 - 10.00				A	12.8	20	954	1783	743	340	809	349	551	457	130	178	648	312	419	345	133	164	211	90^	115^	71^
10.00 - 10.30				A	13.9	22	1036	1719	745	395	814	358	557	478	120	169	623	312	423	373	110^	138	202	98^	80^	49^
10.30 - 11.00				A	14.1	24	1050	1725	767	361	830	369	569	484	114^	168	625	307	420	367	126	152	212	97^	58^	32^
11.00 - 11.30				A	13.7	31	1021	1615	564	144^	599	213^	409	386	78^	131^	798	342	535	530	161^	192^	175^	57v	43v	LT
CENTENNIAL	1		207	A	23.4	38	1743	1786	702	247	802	246	452	441	150	272	759	264	459	466	146	241	79^	31v	146	114^
CONT'D																										

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CENTENNIAL-CONT'D																										
2 SUN. 8.24P 180 NBC GD			99	B	23.4	38	1743	1786	702	247	802	246	452	441	150	272	759	264	459	466	146	241	79	31	146	114
8.30 - 9.00				A	21.1	33	1572	1804	691	201	760	183	359	404	159	321	698	205	375	389	155^	255	78^	38v	268	162
9.00 - 9.30				A	24.0	37	1788	1832	676	238	770	249	425	421	147	266	773	262	465	471	143	240	86^	35^	203	152
9.30 - 10.00				A	24.0	36	1788	1882	706	255	810	264	471	459	147	264	815	298	507	515	143	241	101^	36^	156	133^
10.00 - 10.30				A	25.0	39	1863	1804	707	260	806	260	474	456	154	258	802	296	507	498	161	245	86^	35^	110^	110^
10.30 - 11.00				A	24.6	41	1833	1723	734	278	844	272	505	455	147	262	755	281	479	477	147	228	61^	23v	63^	63^
11.00 - 11.30				A	21.8	40	1624	1628	707	261	838	252	493	452	165	264	705	254	425	438	135^	236	50^	14v	35v	35v
CHARLIE'S ANGELS	3	202	203	A	27.9	43	2079	1935	789	354	883	399	592	495	103	225	586	244	350	290	112	189	230	126	236	197
WED. 9.00P 60 ABC PD		99	99	B	30.2	48	2250	1898	780	307	858	372	566	471	112	227	611	247	374	317	122	190	234	131	195	163
9.00 - 9.30				A	27.3	43	2034	1958	786	356	881	395	589	492	100	229	579	233	340	295	112	190	236	132	262	219
9.30 - 10.00				A	28.5	44	2123	1908	788	352	881	404	597	500	101	217	592	256	357	288	110	187	226	121	209	177
CHIPS	3	211	209	A	19.8	39	1475	2235	679	237	751	240	427	414	112	252	661	214	400	373	121	190	280	94	543	397
SAT. 8.00P 60 NBC OP		99	99	B	17.8	35	1326	2261	704	237	767	256	455	434	106	244	694	237	441	425	111	183	278	95	522	382
8.00 - 8.30				A	18.2	37	1356	2244	685	234	753	240	428	411	107	255	655	220	390	361	121	193	280	93	556	401
8.30 - 9.00				A	21.3	41	1587	2227	674	239	748	241	428	416	111	247	666	212	410	387	116	183	279	94	534	396
DALLAS	2	185	191	A	12.7	24	946	1671	702	305	757	261	404	403	139	284	645	254	383	356	130^	227	94^	59^	175	168
SAT. 10.00P 60 CBS GD		98	99	B	12.7	24	946	1671	702	305	757	261	404	403	139	284	645	254	383	356	130	227	94	59	175	168
10.00 - 10.30				A	12.6	24	939	1708	725	297	779	266	413	415	138	292	648	255	388	372	128^	221	94^	62^	187	179
10.30 - 11.00				A	12.7	25	946	1638	683	309	739	256	398	391	140	279	639	251	377	339	134	234	95^	56^	165	160
DICK CLARK'S LIVE WEDNSDY	2	198	198	A	16.6	28	1237	2038	680	285	789	365	528	416	96^	202	652	314	493	396	69^	132	212	80^	385	287

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
WED. 8.00P 60 NBC GV		98	98	B	16.6	28	1237	2038	680	285	789	365	528	416	96	202	652	314	493	396	69	132	212	80	385	287
8.00 - 8.30				A	15.7	27	1170	1974	646	272	753	336	498	395	103^	204	643	300	487	391	73^	136	215	83^	363	258
8.30 - 9.00				A	17.4	28	1296	2101	712	298	820	393	555	435	90^	200	662	330	498	397	65^	128	212	78^	407	310
DONNY AND MARIE	2	200	195	A	17.5	33	1304	2118	768	202	826	280	447	401	99	309	595	229	343	290	100	203	174	117	523	317
FRI. 8.00P 60 ABC GV		99	99	B	17.5	33	1304	2118	768	202	826	280	447	401	99	309	595	229	343	290	100	203	174	117	523	317
8.00 - 8.30				A	16.7	32	1244	2123	772	191	830	263	441	409	98^	317	601	213	338	299	102	208	170	122	522	307
8.30 - 9.00				A	18.3	34	1363	2106	764	208	817	291	447	391	101	299	585	242	343	282	95	196	180	114	524	326
EDDIE CAPRA MYSTERIES	2	197	203	A	12.6	23	939	1575	732	263	803	165	392	446	173	324	593	131^	304	312	148	229	87^	29v	92^	77^
FRI. 10.00P 60 NBC SM		98	99	B	12.6	23	939	1575	732	263	803	165	392	446	173	324	593	131	304	312	148	229	87	29	92	77
10.00 - 10.30				A	12.7	22	946	1558	728	264	805	173	397	452	165	319	587	132	301	305	148	229	79^	24v	87^	71^
10.30 - 11.00				A	12.6	23	939	1570	726	255	794	155	382	438	179	328	586	124^	300	314	148	225	95^	35^	95^	80^
EIGHT IS ENOUGH	4	197	199	A	20.5	34	1527	2202	849	315	949	400	621	526	104	254	520	223	289	255	108	172	280	177	453	332
WED. 8.00P 60 ABC CS		99	99	B	21.9	38	1632	2118	802	282	913	406	591	466	103	250	529	230	307	245	96	176	291	183	385	279
8.00 - 8.30				A	18.8	32	1401	2211	857	305	959	407	621	533	99	258	541	234	300	258	111	179	269	171	442	320
8.30 - 9.00				A	22.2	36	1654	2186	841	319	938	395	618	519	104	247	498	212	277	247	107	166	287	180	463	341
FAMILY	2	195	196	A	20.5	36	1527	1756	835	328	938	508	719	547	68^	168	499	292	385	302	45^	77^	188	123	131	108
THU. 10.00P 60 ABC GD		98	99	B	20.5	36	1527	1756	835	328	938	508	719	547	68	168	499	292	385	302	45	77	188	123	131	108
10.00 - 10.30				A	20.4	35	1520	1777	837	331	938	510	716	546	69^	172	510	295	389	309	50^	94	198	134	131	111
10.30 - 11.00				A	20.6	38	1535	1726	832	322	935	502	716	542	71^	169	487	287	378	297	40^	71^	177	113	127	103
FANTASY ISLAND	3	197	197	A	21.3	41	1587	1845	720	269	788	315	504	470	89	198	616	244	389	329	81	182	194	102	247	206
SAT. 10.00P 60 ABC A		99	99	B	21.0	39	1565	1800	718	270	783	315	513	464	92	193	597	232	379	333	83	171	188	103	232	194
10.00 - 10.30				A	21.4	40	1594	1856	717	273	780	312	496	462	89	203	612	230	380	325	89	195	199	108	265	211
10.30 - 11.00				A	21.2	41	1579	1824	725	265	796	320	511	478	88	194	616	253	397	332	73^	169	186	95	226	198
FLYING HIGH	1		176	A	15.6	28	1162	1832	630	271	632	354	476	418	84^	108^	541	277	398	337	59^	99^	383	191^	276	225
CONT'D																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1978 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
FLYING HIGH-CONT'D																										
2 FRI. 10.00P 60 CBS CS			94	B	15.6	28	1162	1832	630	271	632	354	476	418	84	108	541	277	398	337	59	99	383	191	276	225
10.00 - 10.30				A	15.1	27	1125	1865	625	270	625	351	465	403	90^	110^	522	272	388	338	46v	87^	418	211^	300	234
10.30 - 11.00				A	16.2	30	1207	1780	633	270	633	352	482	424	82^	106^	552	279	404	334	70^	109^	343	168^	252	215
G.E. ALL-STAR ANNIVERSARY(S)			196	A	20.4	36	1520	1975	830	233	952	280	462	383	101^	421	693	225	362	288	113^	280	95^	52^	235	167
2 FRI. 9.00P 120 ABC GV			99																							
9.00 - 9.30				A	19.2	33	1430	2005	833	254	950	280	429	371	102^	447	682	239	357	285	94^	271	93^	55^	280	200
9.30 - 10.00				A	20.1	34	1497	1988	819	227	958	275	442	374	109^	445	680	207	348	291	103^	278	92^	52^	258	182
10.00 - 10.30				A	21.4	38	1594	1975	842	238	964	292	492	387	104^	409	705	229	373	291	118^	286	101^	54^	205	152^
10.30 - 11.00				A	21.0	39	1565	1920	814	214	926	271	473	392	90^	386	693	219	355	286	128^	284	102^	50^	199	142^
GOOD TIMES	3	187	187	A	14.8	28	1103	1774	809	296	875	247	463	431	135	343	480	175	298	284	78^	156	114	57^	305	237
SAT. 8.30P 30 CBS CS		98	99	B	14.0	27	1043	1819	821	275	894	264	444	407	150	392	465	147	251	235	84	187	131	71	329	254
GRANDPA GOES-WASHINGTON	2	190	198	A	14.1	23	1050	1848	832	178	885	183	342	367	170	453	710	191	309	285	166	316	78^	45^	175	133
TUE. 8.00P 60 NBC GD		95	98	B	14.1	23	1050	1848	832	178	885	183	342	367	170	453	710	191	309	285	166	316	78	45	175	133
8.00 - 8.30				A	13.4	23	998	1884	876	185	934	183	341	366	177	493	701	181	282	260	162	334	84^	44^	165	128
8.30 - 9.00				A	14.8	24	1103	1804	786	169	835	184	339	368	158	411	714	197	328	307	170	299	71^	44^	184	137
HAPPY DAYS	3	214	213	A	28.4	48	2116	2297	724	325	823	432	634	503	62	129	572	298	432	375	55^	94	340	161	562	385
TUE. 8.00P 30 ABC CS		99	99	B	28.9	48	2153	2330	756	336	848	436	639	504	67	146	606	322	450	382	63	100	345	175	531	375
HARDY BOYS MYSTERIES	1		185	A	14.3	26	1065	2284	659	313	786	386	558	436	89^	194^	551	277	430	354	28v	101^	386	240	561	354
2 SUN. 7.00P 60 ABC SM			98	B	14.3	26	1065	2284	659	313	786	386	558	436	89	194	551	277	430	354	28	101	386	240	561	354
7.00 - 7.30				A	12.1	23	901	2178	650	294	782	385	538	422	98^	210^	505	251^	381	329	22v	102^	388	247^	503	304
7.30 - 8.00				A	16.6	30	1237	2336	656	322	778	383	568	441	82^	180^	574	287	458	369	31v	98^	386	234	598	387
HAWAII FIVE-O	1		191	A	16.6	26	1237	1748	745	235	797	199	367	365	152^	351	736	240	359	262	152^	318	72^	72^	143^	101^
2 THU. 9.00P 60 CBS OP			99	B	16.6	26	1237	1748	745	235	797	199	367	365	152	351	736	240	359	262	152	318	72	72	143	101
9.00 - 9.30				A	16.0	25	1192	1747	747	224	800	206	365	362	146^	358	725	246	354	248	152^	315	76^	76^	146^	94^
9.30 - 10.00				A	17.1	26	1274	1750	747	243	796	194	371	369	158^	345	747	233	360	276	151^	324	69^	69^	138^	108^
IN THE BEGINNING	2	179	184	A	15.7	25	1170	1772	706	245	780	215	429	388	136	303	597	156	277	303	130	239	163	57^	232	113
WED. 8.30P 30 CBS CS		95	96	B	15.7	25	1170	1772	706	245	780	215	429	388	136	303	597	156	277	303	130	239	163	57	232	113
INCREDIBLE HULK	2	193	197	A	16.9	29	1259	2079	744	300	790	345	540	491	98^	183	613	274	430	350	97^	145	246	115	430	303
1 FRI. 9.00P 120 CBS SF		97	99	B	16.9	29	1259	2079	744	300	790	345	540	491	98	183	613	274	430	350	97	145	246	115	430	303
2 FRI. 9.00P 60																										
9.00 - 9.30				A	16.7	29	1244	2105	724	269	762	326	507	456	99^	194	593	259	423	348	88^	134	245	112	505	359
9.30 - 10.00				A	17.5	30	1304	2119	725	297	763	326	521	466	99	182	599	265	430	350	83^	131	274	119	483	341
10.00 - 10.30				A	16.7	29	1244	1990	786	341	842	384	589	550	89^	169^	641	305	436	350	119^	165^	205	106^	302	208
10.30 - 11.00				A	16.4	29	1222	2011	789	331	853	384	593	557	88^	175^	658	302	439	354	121^	173^	219	119^	281	193^
JEFFERSONS	2	183	184	A	16.7	29	1244	1879	781	288	836	238	473	433	118	306	635	184	312	274	136	261	145	59^	263	146
WED. 8.00P 30 CBS CS		97	96	B	16.7	29	1244	1879	781	288	836	238	473	433	118	306	635	184	312	274	136	261	145	59	263	146
KAZ	3	191	189	A	16.2	27	1207	1624	784	294	817	260	468	458	148	279	646	212	368	346	114	221	121	62^	40^	40^
1 SUN. 10.18P 60 CBS GD		99	99	B	16.7	28	1244	1702	789	298	848	244	490	480	152	288	683	214	392	382	115	229	126	70	45	45
2 SUN. 10.00P 60																										
10.00 - 10.30				A	14.8	24	1103	1773	795	327	835	246	477	500	146^	270	704	208^	367	362	140^	273	174^	100^	60^	60^
10.30 - 11.00				A	15.7	26	1170	1606	788	303	819	268	467	460	146	278	637	204	358	336	114	221	115	62^	35^	35^
LASSIE-NEW BEGINNING PT 2(S) CONT'D		184		A	11.3	23	842	2298	771	243^	836	315	421	380	151^	330	683	296	515	375	82^	154^	194^	97^	585	436

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1978 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
LASSIE-NEW BEGINNI-CONT'D																														
1 SUN.	7.00P	60	ABC	A		97																								
7.00 - 7.30								A	9.9	21	738	2278	753	225^	818	289^	401	376	153^	333	685	296^	492	374	86^	168^	201^	103^	574	441
7.30 - 8.00								A	12.7	24	946	2302	782	255^	844	331	435	380	151^	326	672	292	532	371	80^	140^	190^	93^	596	430
LAVERNE AND SHIRLEY					3	214	213	A	30.1	48	2242	2197	692	314	783	398	580	472	66	141	540	268	395	340	62	101	338	178	536	360
TUE.	8.30P	30	ABC	CS		99	99	B	25.6	43	1907	2164	713	317	811	411	593	470	76	162	558	275	400	338	62	112	304	174	491	320
LITTLE HOUSE-PRAIRIE					3	215	215	A	24.8	39	1848	2025	834	272	944	332	520	475	120	343	510	154	281	290	89	174	201	120	370	269
1 MON.	8.37P	60	NBC	GD		99	99	B	23.7	37	1766	1995	804	255	920	315	501	469	125	337	494	153	271	273	92	169	198	122	383	269
2 MON.	8.00P	60																												
8.00 - 8.30								A	24.2	39	1803	1870	809	261	913	324	502	462	101^	348	468	150	253	267	88^	169	142	103^	347	243
8.30 - 9.00								A	24.3	38	1810	2087	874	278	974	334	536	503	116	352	532	144	290	307	92	184	204	124	377	279
9.00 - 9.30								A	26.0	39	1937	2074	801	279	931	334	510	459	137	327	513	171	285	278	85^	162	245	133	385	284
LOU GRANT					1		185	A	19.3	31	1438	1783	860	330	946	442	627	473	128^	242	594	260	371	355	95^	168^	183	90^	60^	35v
2 MON.	10.00P	60	CBS	GD			99	B	19.3	31	1438	1783	860	330	946	442	627	473	128	242	594	260	371	355	95	168	183	90	60	35
10.00 - 10.30								A	19.7	31	1468	1807	854	324	942	436	626	473	129^	237	584	255	367	347	94^	168	213	103^	68^	39v
10.30 - 11.00								A	19.0	31	1416	1742	863	334	945	445	628	467	127^	246	598	264	372	358	93^	166^	149^	75^	50^	29v
LOVE BOAT					3	202	200	A	22.8	42	1699	2021	765	257	836	313	507	477	115	246	594	214	364	329	93	190	195	108	396	276
SAT.	9.00P	60	ABC	CS		99	99	B	22.0	41	1639	1986	751	274	816	319	500	459	115	238	576	221	348	326	95	182	199	110	395	278
9.00 - 9.30								A	21.9	41	1632	2038	761	255	830	302	494	466	118	253	597	222	366	328	92	188	192	106	419	283
9.30 - 10.00								A	23.8	44	1773	1993	763	257	837	319	514	480	114	243	584	203	359	330	92	188	198	110	374	269

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
MARY					2	183	194	A	16.4	26	1222	1821	807	305	894	249	442	417	140	377	657	188	311	300	119	275	119	70^	151	74^
1 SUN.	8.18P	60	CBS	CV		99	99	B	16.4	26	1222	1821	807	305	894	249	442	417	140	377	657	188	311	300	119	275	119	70	151	74
2 SUN.	8.00P	60																												
8.00 - 8.30								A	12.9	21	961	1798	826	252^	905	256	412	404	123^	396	692	196^	286	274	133^	327	90^	63v	111^	30v
8.30 - 9.00								A	15.7	24	1170	1803	807	313	893	236	431	413	140	384	651	173	303	298	115	274	112	67^	147	63^
M*A*S*H					2	192	192	A	27.0	40	2012	1847	810	344	892	382	569	456	131	257	553	242	350	297	87	163	231	106	171	123
1 MON.	9.36P	30	CBS	CS		99	99	B	27.0	40	2012	1847	810	344	892	382	569	456	131	257	553	242	350	297	87	163	231	106	171	123
2 MON.	9.00P	30																												
MORK AND MINDY					3	191	198	A	24.6	42	1833	2183	667	305	738	388	578	458	55^	114	601	336	485	376	35^	81	297	158	547	395
THU.	8.00P	30	ABC	CS		98	99	B	25.5	44	1900	2122	648	287	715	378	567	452	61	103	567	303	448	359	47	81	321	172	519	371
NBC MONDAY NIGHT MOVIES					3	202	200	A	20.7	34	1542	1826	832	299	920	369	582	514	109	246	596	207	373	343	90	167	152	72^	158	135
1 MON.	9.37P	137	NBC	FF		99	99	B	20.5	33	1527	1767	824	282	915	341	565	509	113	265	576	191	346	327	85	173	137	68	139	116
2 MON.	9.00P	120																												
9.00 - 9.30								A	23.3	34	1736	1964	854	350	962	347	603	564	118^	275	615	179	344	341	130^	197	152	50^	235	196
9.30 - 10.00								A	20.5	30	1527	1907	808	298	913	353	557	507	105	261	589	168	345	343	95	179	163	75^	242	200
10.00 - 10.30								A	19.6	30	1460	1814	802	285	894	343	549	505	109	250	584	180	359	339	83^	170	153	66^	183	152
10.30 - 11.00								A	20.7	35	1542	1750	803	276	897	360	577	509	100	227	599	219	382	331	82	168	146	69^	108	98
11.00 - 11.30								A	21.0	42	1565	1790	890	287	935	421	609	491	114^	236	627	294	434	374	75^	136^	166	111^	62^	51^
11.30 - 12.00								A	20.5	47	1527	1713	921	349	973	439	657	505	129^	236	576	262	411	338	77^	132^	115^	72^	49^	49^
NBC NEWS UPDATE-M-F					237	183	184	A	15.2	24	1132	1921	747	250	829	286	459	429	125	297	589	198	353	338	98	178	165	72	338	253
1 MON.	9.34P	1	NBC	N		91	91	B	14.4	24	1073																			
1 TU-F	8.58P	1																												
2 M-F	8.58P	1																												
NBC NEWS UPDATE-SAT.					47	195	190	A	17.5	33	1304	2099	659	229	716	208	382	395	122	258	664	206	393	384	130	198	254	80^	465	369
SAT.	8.58P	1	NBC	N		92	92	B	14.8	28	1103																			

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PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC NEWS UPDATE-SUN.	48	198	194	A	20.8	32	1550	2199	766	275	844	271	477	471	129	274	803	302	506	486	121	224	194	84	358	281
1 SUN. 8.58P 1 NBC N		93	93	B	17.0	27	1267																			
2 SUN. 9.32P 1																										
NBC NIGHTLY NEWS-SAT.	46	144	145	A	6.1	16	454	1286	612	174^	674	45v	187^	229^	105^	412	544	89^	258^	254^	86^	251^	30v	15v	38v	38v
SAT. 6.30P 30 NBC N		83	82	B	7.3	17	544																			
NBC NIGHTLY NEWS-SUN.	39	140		A	6.0	13	447	1866	804	197^	847	171^	265^	237^	177^	495^	784	157^	312^	357^	108v	427^	146^	70v	89v	16v
1 SUN. 6.30P 30 NBC N		77		B	6.9	15	514																			
NBC NIGHTLY NEWS	239	204	204	A	11.2	24	834	1616	697	192	766	152	315	322	142	375	642	181	296	236	136	298	70^	33^	138	109
M-F 6.30P 30 NBC N		99	99	B	12.2	25	909																			
NBC SATURDAY NIGHT MOVIES	3	203	203	A	14.8	28	1103	1875	671	283	715	229	407	390	105^	237	718	281	491	429	126	182	238	62^	204	181
1 SAT. 9.00P 139 NBC FF		98	99	B	15.3	29	1140	1990	672	289	721	293	462	424	89	195	746	330	523	472	111	161	239	58	284	230
2 SAT. 9.00P 150																										
9.00 - 9.30				A	15.9	30	1185	1923	686	304	729	217	409	392	112	247	708	244	458	417	146	200	229	68^	257	205
9.30 - 10.00				A	15.2	28	1132	1930	711	321	761	261	437	409	114	249	714	272	479	420	139	197	218	58^	237	185
10.00 - 10.30				A	14.9	28	1110	1875	666	284	707	219	403	393	105^	233	732	300	516	433	120	175	253	66^	183	180
10.30 - 11.00				A	14.0	27	1043	1883	674	271	716	232	401	396	103^	239	712	292	497	426	120	175	269	70^	186	186
11.00 - 11.30				A	11.6	26	864	1566	457	224^	481	94^	264^	337	85^	144^	887	354	613	524	169^	198^	141^	22v	57v	57v
NEWSBREAK-M-F	10	168	168	A	14.8	24	1103	1885	750	292	843	285	458	388	145	317	601	228	332	289	128	222	170	74	271	160
1 MON. 9.34P 1 CBS N		91	90	B	14.8	24	1103	1885	750	292	843	285	458	388	145	317	601	228	332	289	128	222	170	74	271	160
1 TUWF 8.58P 1																										
1 THU. 8.56P 1																										
2 M-F 8.58P 1																										
NEWSBREAK-SAT.	2	165	165	A	12.4	23	924	1792	811	275	889	260	477	427	143	337	505	177	312	303	95^	161	108^	56^	290	198
SAT. 8.58P 1 CBS N		92	92	B	12.4	23	924	1792	811	275	889	260	477	427	143	337	505	177	312	303	95	161	108	56	290	198
NEWSBREAK-SUN.	2	167	168	A	16.0	24	1192	1976	850	326	957	293	504	456	137	364	674	203	360	346	110	241	160	93^	185	132
1 SUN. 9.16P 1 CBS N		94	94	B	16.0	24	1192	1976	850	326	957	293	504	456	137	364	674	203	360	346	110	241	160	93	185	132
2 SUN. 8.58P 1																										
NFL FOOTBALL SPECIAL(S)		195		A	16.3	28	1214	1586	431	209	477	198^	298	287	67^	132^	904	406	688	568	81^	167^	106^	31v	99^	74^
1 SUN. 9.00P 177 ABC SE		99																								
9.00 - 9.30				A	15.8	25	1177	1726	452	203^	494	219	314	267	62^	137^	914	375	696	604	53^	152^	174^	61^	144^	108^
9.30 - 10.00				A	17.0	26	1267	1654	433	187^	463	190^	264	260	66^	139^	911	355	675	590	78^	179^	158^	34v	122^	92^
10.00 - 10.30				A	17.2	26	1281	1558	446	227	477	203	288	285	53^	133^	898	430	680	545	97^	172^	84^	16v	99^	66^
10.30 - 11.00				A	16.0	26	1192	1518	428	258	474	191^	293	295	54^	132^	904	423	685	569	91^	175^	74^	17v	66^	50v
11.00 - 11.30				A	15.7	30	1170	1548	438	193^	507	219	337	331	76^	125^	893	437	700	543	79^	153^	60^	21v	88^	69^
11.30 - 12.00				A	16.0	38	1192	1518	385	183^	449	164^	302	287	89^	118^	906	417	692	553	93^	173^	86^	37v	77^	60^
NFL MONDAY NIGHT FOOTBALL	4	199	203	A	19.2	32	1430	1624	382	145	404	143	270	257	52^	97	978	406	665	592	140	244	145	20v	97	76^
1 MON. 9.00P 175 ABC SE		96	99	B	20.6	35	1535	1616	415	168	436	168	300	273	53	100	918	365	619	564	129	231	164	25	98	74
2 MON. 9.00P 184																										
9.00 - 9.30				A	16.8	25	1252	1734	406	159	439	151	292	267	61^	116	971	364	640	616	131	239	153	21v	171	128
9.30 - 10.00				A	20.5	31	1527	1689	390	137	417	142	282	259	50^	101	999	399	668	610	133	245	154	16v	119	94
10.00 - 10.30				A	21.8	33	1624	1641	368	151	392	135	264	260	51^	83	987	425	681	585	137	237	157	20^	105	73^
10.30 - 11.00				A	20.8	34	1550	1581	356	134	373	127	250	245	46^	85	959	427	666	579	142	231	163	27^	86	71^
11.00 - 11.30				A	18.8	35	1401	1522	350	130	365	135	237	228	52^	94	971	417	668	583	144	246	127	28^	59^	53^
11.30 - 12.00				A	16.7	37	1244	1567	423	164	433	167	281	273	56^	111	970	386	649	588	152	266	122	11v	42^	36^

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PROGRAM NAME	WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																											
ONE DAY AT A TIME	1 MON. 10.06P 30 CBS CS	2	189	193	A	25.0	38	1863	1821	842	354	925	402	613	482	126	252	520	224	340	290	76	143	234	123	142	105
	2 MON. 9.30P 30		99	99	B	25.0	38	1863	1821	842	354	925	402	613	482	126	252	520	224	340	290	76	143	234	123	142	105
OPERATION PETTICOAT	2 MON. 8.30P 30 ABC CS	1		157	A	12.5	19	931	2353	813	380	895	372	617	442	102^	248^	837	322	510	459	127^	235^	221^	66^	400	310
				81	B	12.5	19	931	2353	813	380	895	372	617	442	102	248	837	322	510	459	127	235	221	66	400	310
PAPER CHASE	TUE. 8.00P 60 CBS GD	2	174	178	A	11.4	19	849	1693	687	244	811	249	447	401	127^	310	604	264	376	327	105^	181	153	53^	125^	71^
			97	97	B	11.4	19	849	1693	687	244	811	249	447	401	127	310	604	264	376	327	105	181	153	53	125	71
	8.00 - 8.30				A	10.9	18	812	1700	701	239	820	238	434	395	136^	333	581	243	348	307	111^	189	160	68^	139^	73^
	8.30 - 9.00				A	12.0	19	894	1661	669	243	795	254	455	404	118^	285	618	276	395	340	98^	175	139^	34v	109^	66^
PEOPLE	1 MON. 9.06P 30 CBS FV	2	181	180	A	19.2	29	1430	1755	729	325	788	321	503	400	107	223	544	244	382	316	79^	139	206	99	217	145
	2 MON. 8.30P 30		98	97	B	19.2	29	1430	1755	729	325	788	321	503	400	107	223	544	244	382	316	79	139	206	99	217	145
PROJECT U.F.O.	THU. 8.00P 60 NBC SF	2	197	208	A	11.6	19	864	1841	566	211	600	203	361	355	114^	178	679	239	416	440	111^	179	176	37^	386	265
			99	99	B	11.6	19	864	1841	566	211	600	203	361	355	114	178	679	239	416	440	111	179	176	37	386	265
	8.00 - 8.30				A	10.4	18	775	1830	566	206	597	191	339	337	126^	194	682	221	397	436	119^	197	176	35v	375	259
	8.30 - 9.00				A	12.8	21	954	1831	566	213	597	209	376	366	103^	163	672	253	426	443	102^	161	169	35^	393	267
QUINCY, M.E.	THU. 9.00P 60 NBC OP	2	202	210	A	17.7	28	1319	1782	689	238	775	278	481	482	117	229	656	228	405	406	105	180	159	43^	192	172
			99	99	B	17.7	28	1319	1782	689	238	775	278	481	482	117	229	656	228	405	406	105	180	159	43	192	172
	9.00 - 9.30				A	16.7	26	1244	1753	677	218	759	279	478	475	107	218	647	223	405	419	96^	166	158	41^	189	170
	9.30 - 10.00				A	18.6	29	1386	1804	699	253	786	276	481	487	124	238	662	236	405	396	114	192	162	46^	194	173
RHODA	SAT. 8.00P 30 CBS CS	2	180	188	A	13.3	27	991	1732	843	387	925	307	497	422	140	355	440	173	270	241	61^	156	101^	85^	266	162
			97	97	B	13.3	27	991	1732	843	387	925	307	497	422	140	355	440	173	270	241	61	156	101	85	266	162
ROCKFORD FILES	FRI. 9.00P 60 NBC PD	2	204	209	A	14.8	26	1103	1644	748	265	831	234	408	411	182	347	547	123	263	298	130	220	97^	33^	169	131
			99	99	B	14.8	26	1103	1644	748	265	831	234	408	411	182	347	547	123	263	298	130	220	97	33	169	131
	9.00 - 9.30				A	14.5	26	1080	1670	760	262	839	231	401	411	188	359	546	120	257	291	130	227	107^	37^	178	138
	9.30 - 10.00				A	15.1	26	1125	1609	732	263	819	235	412	410	176	333	546	126	267	304	129	213	87^	29^	157	123
60 MINUTES	1 SUN. 7.18P 60 CBS DN	3	200	203	A	19.3	35	1438	1667	756	263	848	212	373	365	124	400	712	180	317	328	139	322	39^	14v	68^	48^
	2 SUN. 7.00P 60		99	99	B	19.7	35	1468	1696	745	264	840	212	378	370	124	377	715	188	324	345	152	313	58	19	83	47
	7.00 - 7.30				A	16.1	31	1199	1728	817	236	904	225	372	357	94^	453	657	161^	294	323	99^	291	47v	21v	120^	55^
	7.30 - 8.00				A	20.8	38	1550	1639	747	262	839	216	388	375	118	377	718	194	327	329	146	323	33^	7v	49^	45^
SOAP	THU. 9.30P 30 ABC CS	3	192	192	A	22.6	35	1684	1849	789	340	864	485	679	496	61^	135	632	357	496	379	63^	96	196	115	157	127
			99	99	B	23.4	38	1743	1844	745	357	834	446	653	487	75	133	654	358	496	378	68	116	227	124	129	90
STARSKY AND HUTCH	TUE. 10.00P 60 ABC OP	3	198	200	A	19.0	32	1416	1752	697	288	775	370	591	477	61^	121	605	291	435	357	84^	123	229	100	143	105
			98	99	B	20.5	34	1527	1836	721	309	795	395	602	476	70	134	648	323	468	376	92	125	252	109	141	108
	10.00 - 10.30				A	19.2	31	1430	1789	699	293	773	362	585	479	65^	127	599	292	437	361	81^	116	240	111	177	128
	10.30 - 11.00				A	18.8	32	1401	1707	695	283	775	379	594	472	62^	118	606	289	432	353	89^	128	217	89	109	80^
TAXI	TUE. 9.30P 30 ABC CS	3	202	202	A	24.7	38	1840	1887	699	300	780	376	567	464	77	153	570	263	414	348	62^	107	292	168	245	169
			99	99	B	25.6	39	1907	1938	718	321	797	396	584	467	77	153	591	283	418	348	74	119	295	161	255	186
THREE'S COMPANY	TUE. 9.00P 30 ABC CS	3	207	207	A	29.9	46	2228	2008	737	338	817	378	570	478	94	188	566	257	393	324	78	120	292	165	333	226
			99	99	B	30.5	47	2272	2051	752	344	830	398	586	472	88	184	578	277	402	330	76	121	311	171	332	235
VEGA$	CONT'D	2	198	200	A	23.5	39	1751	1742	790	345	889	387	584	507	114	227	611	249	372	295	120	200	157	89	85	71^

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PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
EVENING CONT'D																										
VEGA$-CONT'D																										
WED. 10.00P 60 ABC PD		99	99	B	23.5	39	1751	1742	790	345	889	387	584	507	114	227	611	249	372	295	120	200	157	89	85	71
10.00 - 10.30				A	24.1	39	1795	1783	797	360	900	410	601	510	114	224	618	255	380	304	115	197	167	95	98	85
10.30 - 11.00				A	22.9	39	1706	1692	778	330	873	360	565	499	115	230	604	246	364	286	122	201	144	82	71^	57^
W.E.B.	3	199	197	A	10.9	19	812	1558	657	271	717	221	421	419	113^	242	651	248	408	300	102^	198	100^	47^	90^	79^
THU. 10.00P 60 NBC GD		99	99	B	10.2	18	760	1539	670	259	729	240	429	434	120	234	617	230	384	319	112	188	103	44	90	67
10.00 - 10.30				A	11.7	20	872	1544	654	276	711	225	426	431	116^	231	650	258	420	309	94^	187	88^	38^	95^	84^
10.30 - 11.00				A	10.2	19	760	1542	649	260	711	215	404	396	108^	253	641	233	388	284	111^	208	107^	54^	83^	72^
WALTONS																										
1 THU. 8.00P 120 CBS GD	2	199	199	A	20.6	33	1535	1810	843	274	945	235	398	373	181	469	561	170	239	235	148	280	105	51^	199	104
2 THU. 8.00P 60		99	99	B	20.6	33	1535	1810	843	274	945	235	398	373	181	469	561	170	239	235	148	280	105	51	199	104
8.00 - 8.30				A	19.3	33	1438	1771	854	269	948	225	374	349	173	492	531	149	206	209	147	281	92	55^	200	104
8.30 - 9.00				A	21.0	34	1565	1790	855	271	944	233	383	360	171	485	544	170	222	207	145	278	104	52^	198	100
9.00 - 9.30				A	22.0	34	1639	1861	816	277	936	240	430	400	200	434	590	194	277	278	152	277	116^	47^	219	120^
9.30 - 10.00				A	21.5	34	1602	1825	811	275	929	252	422	398	190	425	611	175	279	283	159	295	119^	46^	166	98^
WAVERLY WONDERS	2	177	194	A	11.5	22	857	1886	793	282	862	264	453	450	148	321	522	119^	264	266	89^	215	174	89^	328	233
FRI. 8.00P 30 NBC CS		93	96	B	11.5	22	857	1886	793	282	862	264	453	450	148	321	522	119	264	266	89	215	174	89	328	233
WEDNESDAY MOVIE OF-WEEK	2	204	206	A	19.4	31	1445	1799	740	259	808	331	527	472	102	205	644	259	418	381	92	158	178	78^	169	125
WED. 9.00P 120 NBC FF		99	99	B	19.4	31	1445	1799	740	259	808	331	527	472	102	205	644	259	418	381	92	158	178	78	169	125
9.00 - 9.30				A	18.7	29	1393	1822	739	254	802	314	507	473	108	219	627	256	407	384	80^	153	171	73^	222	162
9.30 - 10.00				A	19.5	30	1453	1781	717	251	778	303	491	454	103	210	644	261	416	370	89	160	181	79^	178	131
10.00 - 10.30				A	20.1	32	1497	1806	747	269	825	358	565	480	101	191	655	262	426	388	99	162	178	78^	148	108
10.30 - 11.00				A	19.5	33	1453	1763	752	259	821	349	543	469	102	202	643	248	416	381	100	158	174	73^	125	96
WELCOME BACK, KOTTER	2		188	A	15.6	26	1162	2008	670	298	743	273	482	397	84^	199^	655	273	436	329	79^	173^	237	125^	373	261
2 MON. 8.00P 30 ABC CS			96	B	17.0	29	1267	2107	716	304	759	375	544	434	87	167	639	310	447	314	89	148	282	154	427	311
WHAT'S HAPPENING	2	190	199	A	23.8	38	1773	2199	713	293	776	402	600	477	66^	123	638	350	506	387	42^	95	302	159	483	354
THU. 8.30P 30 ABC CS		97	99	B	23.8	38	1773	2199	713	293	776	402	600	477	66	123	638	350	506	387	42	95	302	159	483	354
WHO'S WATCHING THE KIDS	2	168	178	A	10.5	19	782	1859	758	287	870	249	448	448	167	344	489	117^	266	294	74^	173	192	101^	308	256
FRI. 8.30P 30 NBC CS		89	91	B	10.5	19	782	1859	758	287	870	249	448	448	167	344	489	117	266	294	74	173	192	101	308	256
WKRP IN CINCINNATI	2	185	194	A	17.7	29	1319	1928	751	374	838	393	591	442	100	200	633	257	447	385	76^	157	215	80^	242	154
1 MON. 8.36P 30 CBS CS		98	99	B	17.7	29	1319	1928	751	374	838	393	591	442	100	200	633	257	447	385	76	157	215	80	242	154
2 MON. 8.00P 30																										
WONDER WOMAN	2	188	191	A	15.3	29	1140	2186	678	268	774	315	494	435	122	223	662	289	418	347	125	199	243	121	507	290
FRI. 8.00P 60 CBS SF		98	99	B	15.3	29	1140	2186	678	268	774	315	494	435	122	223	662	289	418	347	125	199	243	121	507	290
8.00 - 8.30				A	14.3	28	1065	2211	690	266	798	316	508	443	121	234	661	290	414	343	126	203	257	129	495	274
8.30 - 9.00				A	16.3	30	1214	2156	666	266	750	312	478	429	120	213	658	289	423	351	123	190	229	115	519	306
WONDERFUL WORLD OF DISNEY	3	210	206	A	18.6	32	1386	2398	735	223	798	254	465	451	98	256	708	262	429	410	84^	204	279	116	613	402
1 SUN. 7.00P 120 NBC FV		99	99	B	17.3	29	1289	2349	696	246	771	303	503	446	87	207	670	287	439	394	76	163	270	127	638	404
2 SUN. 7.24P 60																										
7.00 - 7.30				A	15.7	31	1170	2465	772	247	843	301	501	456	79^	263	663	254	394	405	54^	197^	309	116^	650	396
7.30 - 8.00				A	16.7	30	1244	2334	678	165	728	233	432	417	89^	229	673	250	418	397	70^	180	292	101	641	399
8.00 - 8.30				A	20.8	34	1550	2334	740	222	805	234	448	446	107	282	702	243	415	411	100	214	246	117	581	389
8.30 - 9.00				A	21.8	34	1624	2652	819	315	904	305	546	514	112^	268	796	310	485	438	95^	231	319	149	633	458

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1978 REPORT

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•LATE FRINGE																														
ABC WEEKEND REPORT-SAT.					48	151	151	A	7.7	16	574	1801	764	292	845	267	492	459	152^	274	691	286	461	386	111^	201^	121^	83^	144^	135^
SAT.	11.00P	15	ABC	N		89	89	B	7.6	17	566																			
ABC WEEKEND REPORT-SUN.					46	146	146	A	4.6	15	343	1230	533	256^	632	208^	423	373	161^	183^	496	327^	396	277^	38v	85v	67v	61v	35v	LT
1 SUN.	12.01A	15	ABC	N		90	91	B	6.0	14	447																			
2 SUN.	11.27P	15																												
BARETTA-11:30PM					44	145	147	A	6.2	19	462	1407	660	356	762	288	491	414	49v	180^	502	373	390	220^	57v	105^	108^	67v	35v	35v
FRI.	11.30P	65	ABC	OP		87	89	B	6.7	22	499																			
11.30 - 12.00								A	6.4	18	477	1602	746	429	866	376	581	468	53v	189^	554	377	405	236^	64v	137^	110^	73^	72^	72^
12.00 - 12.30								A	5.9	20	440	1275	623	318	720	220^	447	401	44v	177^	446	369	369	198^	55v	77^	109^	71v	LT	LT
CBS SUNDAY NEWS-BRADLEY					2	129	129	A	6.1	13	454	1379	624	146^	644	186^	356	291	159^	280	624	203^	333	290	115^	251^	94^	32v	17v	17v
1 SUN.	11.18P	15	CBS	N		78	78	B	6.1	13	454	1379	624	146	644	186	356	291	159	280	624	203	333	290	115	251	94	32	17	17
2 SUN.	11.00P	15																												
LATE MOVIE I					15	157	157	A	5.9	22	440	1405	625	209	655	246	430	399	101^	165	612	281	407	355	104^	141	129^	16v	LT	LT
1 MON.	11.40P	69	CBS	FF		90	90	B	5.7	21	425	1432	655	207	708	285	476	403	98	176	604	264	395	338	94	141	110	23	10	5
TUE.	11.30P	70																												
1 W & F	11.30P	72																												
1 THU.	11.30P	27																												
2 MON.	11.30P	69																												
2 WED.	11.56P	72																												
2 THU.	11.30P	28																												
2 FRI.	11.30P	72																												
11.30 - 12.00								A	6.6	21	492	1500	666	217	693	253	447	405	99^	179	662	290	438	382	116^	155	141	20v	LT	LT
12.00 - 12.30								A	5.5	22	410	1339	605	197	628	232	412	403	96^	151	558	261	368	330	95^	133^	133^	14v	20v	20v
12.30 - 1.00								A	5.4	32	402	1216	449^	368^	579^	139v	422^	460^	119v	119v	637	316^	431^	407^	125v	125v	LT	LT	LT	LT
LATE MOVIE II					15	158	157	A	3.9	24	291	1251	538	182^	570	240	364	306	106^	151^	598	330	440	361	85^	103^	76^	21v	LT	LT
1 MON.	12.52A	42	CBS	FF		89	90	B	3.9	24	291	1295	576	174	618	262	415	338	94	154	597	321	447	364	76	97	73	21	7	3
1 TUE.	12.43A	42																												
1 WED.	12.42A	44																												
1 THU.	12.06A	53																												
1 FRI.	12.45A	38																												
2 MON.	12.42A	40																												
2 TUE.	12.43A	39																												
2 WED.	1.08A	44																												
2 THU.	12.07A	52																												
2 FRI.	12.45A	44																												
12.00 - 12.30								A	4.8	21	358	1302	611	245^	673	260^	400	335^	121^	148^	550	220^	351	355	81v	126^	79v	28v	LT	LT
12.30 - 1.00								A	4.1	24	305	1197	460	181^	539	185^	277^	196^	158^	158^	623	245^	403^	384^	105^	128^	35v	LT	LT	LT
1.00 - 1.30								A	3.7	26	276	1232	522	145^	543	254	362	289	98^	155^	616	384	493	370	80^	83^	73^	25v	LT	LT
1.30 - 2.00								A	3.4	39	253	1146	288^	261^	454^	94v	312^	351^	103v	103v	692^	455^	518^	400^	122v	122v	LT	LT	LT	LT
MIDNIGHT SPECIAL					48	191	192	A	3.6	28	268	1149	350^	178^	495	335^	391^	231^	52v	78v	346^	219^	332^	229^	LT	LT	308^	109v	LT	LT
1 FRI.	1.00A	90	NBC	PC		98	98	B	3.6	26	268																			
2 FRI.	1.30A	90																												
1.00 - 1.30								A	4.5	24	335	1403	659^	281^	817	531^	704^	477^	31v	113v	221^	125v	191^	114v	30v	30v	365^	203^	LT	LT
1.30 - 2.00								A	4.4	31	328	1186	329^	164^	483	336^	379^	231^	64v	83v	384	253^	369^	256^	LT	15v	319^	127^	LT	LT
2.00 - 2.30								A	3.1	28	231	978	134v	70v	277^	242^	242^	56v	35v	35v	424^	286^	424^	316^	LT	LT	277^	39v	LT	LT
2.30 - 3.00								A	2.1	28	156	808^	372v	302v	436^	141v	141v	179v	116v	116v	193v	97v	193v	96v	LT	LT	179v	LT	LT	LT
NBC LATE NIGHT MOVIE CONT'D					48	106	105	A	3.0	16	224	1196	661	214^	710	290^	527^	418^	77v	162^	486^	307^	436^	320^	50v	50v	LT	LT	LT	LT

KEY A CURRENT REPORT B SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
NBC LATE NIGHT MOV-CONT'D																										
1 SUN. 11.30P 124 NBC FF		63	63	B	3.5	16	261																			
2 SUN. 11.54P 115																										
11.30 - 12.00				A	3.6	11	268	1459	921	235^	921	425^	615^	496^	182v	249^	538^	393^	474^	246^	64v	64v	LT	LT	LT	LT
12.00 - 12.30				A	3.6	16	268	1261	705	232^	765	321·	582	466	48v	153^	496	306^	440^	280^	56v	56v	LT	LT	LT	LT
12.30 - 1.00				A	3.0	19	224	1116	572	187^	639	242^	492^	370^	54v	130v	477^	290^	419^	401^	58v	58v	LT	LT	LT	LT
1.00 - 1.30				A	2.4	20	179	1218	675^	263^	720	284^	541^	447^	73v	179^	498^	302^	464^	318^	34v	34v	LT	LT	LT	LT
POLICE WOMAN	4	176	176	A	6.5	27	484	1395	699	343	737	352	510	426	72^	179^	618	243^	410	327	115^	157^	36v	28v	LT	LT
WED. 11.30P 67 ABC OP		96	96	B	7.1	29	529	1419	669	290	703	260	488	461	71	162	558	196	380	316	97	141	109	74	49	48
11.30 - 12.00				A	6.9	25	514	1412	740	280	781	359	535	479	66^	179^	583	198^	367	314	115^	160^	40v	40v	LT	LT
12.00 - 12.30				A	6.3	30	469	1420	681	318	717	352	490	381	81^	193^	667	291	453	341	118^	163^	36v	19v	LT	LT
SATURDAY NIGHT	35	206	202	A	8.3	32	618	1875	632	375	722	450	627	444	43v	75^	753	573	710	439	17v	28v	342	150^	58^	58^
1 SAT. 11.50P 80 NBC GV		99	99	B	9.5	32	708																			
2 SAT. 12.00M 80																										
12.00 - 12.30				A	9.2	32	685	1885	652	367	745	456	652	475	36v	63^	783	570	711	437	25v	38v	305	155^	52^	52^
12.30 - 1.00				A	7.9	33	589	1823	571	397	666	423	575	419	36v	73^	729	554	696	426	17v	33v	381	166^	47v	47v
1.00 - 1.30				A	6.8	34	507	1919	629	361^	741	518	647	298^	94v	94v	747	666	747	516	LT	LT	374^	83v	57v	57v
STARSKY AND HUTCH-11:30	4	177	177	A	6.7	26	499	1144	567	206^	601	218^	357	331	42v	196^	479	189^	307	271	118^	140^	64^	34v	LT	LT
1 THU. 11.30P 66 ABC OP		96	96	B	7.2	28	536	1291	610	257	654	236	418	398	45	167	484	184	303	292	98	132	119	69	34	20
2 THU. 11.30P 67																										
11.30 - 12.00				A	7.2	25	536	1119	533	210^	568	185^	338	321	41v	174^	480	173^	308	270	111^	138^	71^	37v	LT	LT
12.00 - 12.30				A	6.6	29	492	1185	606	190^	640	251^	381	355	45v	214^	485	214^	310	274	127^	143^	60v	35v	LT	LT
SWAT-WED	4	163	165	A	3.5	24	261	1203	609	257^	617	249^	398^	304^	80v	203^	564	272^	442^	307^	118v	122^	22v	LT	LT	LT
1 WED. 12.37A 42 ABC OP		93	94	B	3.8	27	283	1251	638	293	652	274	498	403	46	148	402	204	326	248	53	56	112	77	85	85
2 WED. 12.37A 19																										
12.30 - 1.00				A	3.4	22	253	1328	689	340^	708	314^	494	406^	76v	190^	589	280^	462^	344^	124v	127^	31v	LT	LT	LT
SWAT-THUR	4	166	166	A	4.1	26	305	1111	551	226^	587	295^	406^	249^	46v	171^	502	217^	358^	249^	102v	115^	22v	LT	LT	LT
1 THU. 12.36A 24 ABC OP		94	94	B	4.1	27	305	1144	489	210	506	182	336	286	56	147	549	256	398	331	83	106	83	26	6	3
2 THU. 12.37A 39																										
12.30 - 1.00				A	4.2	25	313	1061	553	246^	601	285^	412	221^	41v	176^	431	176^	297^	195^	92v	112^	29v	LT	LT	LT
TOMORROW SHOW	192	171	171	A	2.0	18	149	1275	550	234^	650	282^	469	343^	74v	140^	490	181^	295^	255^	54v	175^	95v	54v	40v	LT
1 MON. 1.56A 45 NBC CC		98	98	B	2.5	20	186																			
1 TU-TH 1.00A 45																										
2 M-TH 1.00A 45																										
1.00 - 1.30				A	2.3	19	171	1281	608	245^	714	327^	538	362	76v	135^	427	176^	251^	198^	46v	158^	105^	53v	35v	LT
2.00 - 2.30				A	1.3	16	97	969^	443v	268v	474v	268v	361v	330v	51v	113v	495v	LT	412v	412v	83v	83v	LT	LT	LT	LT
TONIGHT SHOW	240	211	210	A	7.9	32	589	1465	699	299	791	303	526	457	104	204	568	240	379	312	92^	146	87^	27^	19v	13v
1 MON. 12.26A 76 NBC GV		99	99	B	8.0	30	596																			
1 TUTHF 11.30P 75																										
1 WED. 11.30P 77																										
2 MWTH 11.30P 75																										
2 TUE. 11.30P 80																										
2 FRI. 11.30P 113																										
11.30 - 12.00				A	9.5	31	708	1513	717	318	801	297	506	448	125	233	607	251	383	324	106	171	77^	29^	28^	19v
12.00 - 12.30				A	7.8	32	581	1468	719	294	795	310	529	450	94^	205	562	251	388	308	82^	133	89^	31^	22v	14v
12.30 - 1.00				A	7.6	37	566	1350	637	261	744	292	524	480	81^	147	497	196	351	329	65^	114	99^	18v	10v	10v
1.00 - 1.30				A	6.6	41	492	1362	616	264	765	295	567	504	73^	131	501	200	376	334	79^	93^	96^	LT	LT	LT

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PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
TUESDAY MOVIE OF THE WEEK	4	164	168	A	5.1	21	380	1226	615	209^	683	263^	499	426	34v	128^	511	129^	337	292^	66v	137^	32v	LT	LT	LT
TUE. 11.30P 71 ABC FF		94	95	B	6.2	25	462	1279	613	223	647	277	503	463	34	72	522	188	329	283	88	144	68	7	42	35
11.30 - 12.00				A	6.2	21	462	1312	617	228^	721	271	534	475	44v	127^	574	145^	353	320	88^	169^	17v	LT	LT	LT
12.00 - 12.30				A	4.5	20	335	1069	583	167^	618	239^	451	379	25v	123^	404	97^	300^	242^	30v	87v	47v	LT	LT	LT
TUESDAY MOVIE-WEEK PART 2	4	162	168	A	3.4	24	253	949	432^	103v	443^	154^	229^	161^	LT	163^	470^	229^	347^	344^	43v	79v	36v	LT	LT	LT
1 TUE. 12.41A 52 ABC FF		94	95	B	4.6	33	343	1079	490	146	496	261	390	335	2	41	530	228	366	349	52	105	44	LT	9	9
2 TUE. 12.41A 24																										
1.00 - 1.30				A	3.3	26	246	724^	326^	29v	326^	85v	142v	86v	LT	155v	354^	289^	289^	354^	LT	LT	44v	LT	LT	LT
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			184	A	8.6	25	641	1866	816	38v	950	498	642	358^	82v	224^	134^	39v	52v	39v	22v	82v	413	273^	369^	238^
2 WED. 4.30P 60 ABC FV			97																							
4.30 - 5.00				A	7.8	24	581	1857	847	41v	973	516	679	372^	98v	232^	117^	43v	43v	15v	LT	74v	385^	246^	382^	282^
5.00 - 5.30				A	9.4	27	700	1864	786	33v	927	483	608	343^	69v	219^	149^	36v	58v	58v	41v	91^	432	293^	356	203^
ALL IN THE FAMILY M-F	10	166	162	A	3.8	24	283	1194	629	131^	682	258	428	363	153^	230	268	68^	135^	130^	36v	106^	95^	67^	149^	53v
M-F 10.00A 30 CBS CS		93	93	B	3.8	24	283	1194	629	131	682	258	428	363	153	230	268	68	135	130	36	106	95	67	149	53
ALL MY CHILDREN	238	190	189	A	8.5	35	633	1284	833	215	928	467	693	578	49^	137	220	100	145	94^	37^	58^	106	93^	30^	LT
M-F 1.00P 60 ABC DD		98	98	B	8.5	32	633																			
1.00 - 1.30				A	8.8	37	656	1328	847	216	936	460	696	580	51^	142	256	119	179	113	42^	62^	102	88^	34^	LT
1.30 - 2.00				A	8.2	32	611	1214	816	212	907	471	683	567	46^	130	176	78^	108	70^	32^	53^	106	96^	25v	LT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
AMERICA ALIVE	45	185	184	A	2.7	12	201	1269	701	79^	776	194^	308	319	134^	403	332	64v	104^	90^	94^	203^	46v	25v	115^	55v
M-F 12.00N 60 NBC GV		92	92	B	3.1	13	231																			
12.00 - 12.30				A	3.0	14	224	1295	698	76^	801	210^	345	353	124^	389	317	75^	120^	103^	81^	170^	39v	LT	138^	67v
12.30 - 1.00				A	2.3	10	171	1222	719	88v	760	176^	257^	275^	146^	438	345^	53v	82v	65v	111^	246^	47v	29v	70v	35v
ANOTHER WORLD	236	205	204	A	7.4	26	551	1276	799	175	885	258	468	427	119	359	189	33^	65^	62^	75^	111	71^	53^	131	45^
M-F 3.00P 60 NBC DD		99	99	B	8.1	28	603																			
3.00 - 3.30				A	6.9	25	514	1253	798	142	870	261	452	418	116^	357	197	34^	63^	64^	84^	120	65^	48^	121	43^
3.30 - 4.00				A	7.8	27	581	1296	806	205	906	255	482	434	126	367	180	28^	63^	62^	67^	103^	72^	55^	138	45^
AS THE WORLD TURNS	10	198	197	A	7.9	31	589	1219	855	169	973	252	465	392	125	444	174	35^	84^	67^	11v	88^	31^	22v	41^	17v
M-F 1.30P 60 CBS DD		99	99	B	7.9	31	589	1219	855	169	973	252	465	392	125	444	174	35	84	67	11	88	31	22	41	17
1.30 - 2.00				A	7.6	30	566	1214	854	177	959	243	443	373	120	453	203	43^	99^	81^	11v	101^	27v	20v	25v	10v
2.00 - 2.30				A	8.2	32	611	1213	850	151	979	257	484	407	125	432	149	29^	71^	52^	13v	78^	30^	22v	55^	25v
CAPTAIN KANGAROO	10	185	184	A	2.4	15	179	1570	429	LT	435	151^	267^	223^	96^	157^	197^	62v	140^	100^	LT	57v	LT	LT	927	167^
M-F 8.00A 60 CBS C		99	99	B	2.4	15	179	1570	429	17	435	151	267	223	96	157	197	62	140	100	17	57	11	LT	927	167
8.00 - 8.30				A	2.1	14	156	1609	415	LT	422	166^	250^	200^	109^	159^	238^	90v	174^	116^	LT	64v	LT	LT	949	205^
8.30 - 9.00				A	2.8	18	209	1469	411	LT	416	139^	268^	220^	83^	144^	162^	38v	114^	91^	LT	48v	LT	LT	876	135^
CARD SHARKS	100	150	146	A	3.4	22	253	1292	715	67^	810	198^	363	320	127^	407	404	108^	166^	88^	46v	221^	35v	20v	43v	LT
M-F 10.00A 30 NBC QG		86	84	B	4.2	24	313																			
CBS MID-DAY NEWS EDWARDS	10	164	162	A	5.1	26	380	1250	914	81^	947	266	464	364	136^	443	178	26v	55^	48^	57^	118^	30v	23v	95^	18v
M-F 11.54A 6 CBS N		89	89	B	5.1	26	380	1250	914	81	947	266	464	364	136	443	178	26	55	48	57	118	30	23	95	18
CBS MORNING NEWS	10	175	176	A	1.9	15	142	1430	647	127^	711	204^	415^	373^	127^	267^	493	154^	296^	296^	56v	183^	LT	LT	204^	92v
M-F 7.15A 45 CBS N		96	97	B	1.9	15	142	1430	647	127	711	204	415	373	127	267	493	154	296	296	56	183	22	LT	204	92
7.30 - 8.00				A	1.9	14	142	1444	684	126^	747	232^	478	430	106v	240^	438	142^	275^	260^	50v	163^	LT	LT	239^	92v
DAYS OF OUR LIVES	239	208	207	A	6.0	23	447	1228	836	141	896	238	384	375	181	458	224	34v	77^	72^	82^	141	30v	25v	78^	13v
CONT'D																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
DAYS OF OUR LIVES-CONT'D																										
M-F 1.30P 60 NBC DD		99	99	B	6.8	25	507																			
1.30 - 2.00				A	5.7	23	425	1202	806	150	872	231	364	355	184	456	229	30v	76^	75^	85^	147	31v	26v	70^	12v
2.00 - 2.30				A	6.4	25	477	1212	845	123^	899	243	396	385	175	451	207	33^	69^	59^	80^	134	24v	19v	82^	13v
DOCTORS	236	201	200	A	5.8	22	432	1215	858	125^	905	245	414	419	159	428	199	48^	79^	65^	88^	114^	35v	25v	76^	LT
M-F 2.30P 30 NBC DD		98	98	B	6.3	23	469																			
EDGE OF NIGHT	229	165	165	A	6.1	20	454	1159	747	130^	869	357	538	421	119^	277	137	56^	61^	35^	24v	66^	49^	45^	104^	82^
1 M-F 4.00P 30 ABC DD		89	88	B	5.4	18	402																			
2 MTUWF 4.00P 30																										
FAMILY FEUD	238	186	185	A	7.0	35	522	1358	760	171	840	356	515	394	119	246	327	103^	159	127	62^	145	53^	34^	138	39^
M-F 11.30A 30 ABC QP		99	99	B	8.5	37	633																			
FOR RICHER, FOR POORER(B)			77	A	.8	3	60	800v	667v	LT	667v	LT	283v	367v	LT	300v	LT	LT	LT	LT	LT	LT	133v	133v	LT	LT
2 THU. 1.00P 30 NBC DD			48																							
FOR RICHER, FOR POORER	180	134	132	A	2.2	9	164	1348	737	128^	793	128^	317^	378	LT	384	316^	91v	97^	66v	91v	219^	49v	30v	190^	115^
1 M-F 1.00P 30 NBC DD		68	67	B	3.4	13	253																			
2 MTUWF 1.00P 30																										
GENERAL HOSPITAL	163	192	192	A	8.2	29	611	1224	806	141	913	432	602	489	78^	236	146	52^	71^	46^	18v	67^	119	96^	46^	25v
M-F 3.00P 60 ABC DD		99	99	B	7.4	26	551																			
3.00 - 3.30				A	*7.9*	*29*	*589*	*1211*	*795*	*128*	*901*	*435*	*612*	*493*	*81^*	*225*	*149*	*46^*	*67^*	*51^*	*21v*	*69^*	*122*	*102^*	*39^*	*19v*
3.30 - 4.00				A	*8.5*	*29*	*633*	*1215*	*812*	*155*	*915*	*425*	*587*	*480*	*76^*	*247*	*137*	*57^*	*71^*	*38^*	*13v*	*61^*	*112*	*88^*	*51^*	*29^*
GOOD MORNING, AMERICA-730	*240*	*187*	*188*	A	*3.2*	*23*	*238*	*1244*	*707*	*194^*	*749*	*265*	*466*	*474*	*89^*	*182^*	*384*	*156^*	*253^*	*205^*	*34v*	*94^*	*36v*	*LT*	*75^*	*63v*
M-F 7.30A 30 ABC N		*98*	*98*	B	*2.8*	*21*	*209*																			
GOOD MORNING, AMERICA-830	*240*	*189*	*189*	A	*4.0*	*26*	*298*	*1205*	*778*	*190^*	*852*	*292*	*504*	*446*	*105^*	*278*	*304*	*107^*	*133^*	*81^*	*60^*	*157^*	*25v*	*LT*	*24v*	*LT*
M-F 8.30A 30 ABC N		*97*	*97*	B	*3.5*	*21*	*261*																			
GUIDING LIGHT	10	188	188	A	7.4	28	551	1292	851	139	988	302	517	371	135	409	178	45^	98^	66^	25v	80^	77^	64^	49^	19v
M-F 2.30P 60 CBS DD		99	99	B	7.4	28	551	1292	851	139	988	302	517	371	135	409	178	45	98	66	25	80	77	64	49	19
2.30 - 3.00				A	7.4	29	551	1256	850	133	988	296	509	369	144	419	154	35^	76^	50^	24v	78^	59^	52^	55^	20v
3.00 - 3.30				A	7.4	27	551	1314	845	146	989	310	525	373	126	399	192	51^	113	76^	26v	79^	89^	73^	44^	17v
HAPPY DAYS M-F	237	169	170	A	4.9	28	365	1290	632	147^	700	385	553	408	53^	95^	236	165^	195	136^	13v	30v	121^	77^	233	104^
M-F 11.00A 30 ABC CS		96	96	B	6.6	32	492																			
HOLLYWOOD SQUARES	234	185	181	A	4.3	25	320	1244	715	88^	788	222	354	331	103^	372	369	82^	113^	132^	62^	206	15v	LT	72^	19v
M-F 10.30A 30 NBC QP		93	92	B	5.1	26	380																			
LOVE OF LIFE	10	181	180	A	5.2	27	387	1204	882	119^	913	271	483	387	129^	399	171	27v	65^	57^	43^	101^	35v	28v	85^	19v
M-F 11.30A 24 CBS DD		95	95	B	5.2	27	387	1204	882	119	913	271	483	387	129	399	171	27	65	57	43	101	35	28	85	19
M*A*S*H M-F	10	178	182	A	6.7	23	499	1465	673	100^	784	306	494	346	86^	233	308	112^	180	129	39^	107^	274	106^	99^	51^
M-F 3.30P 30 CBS CS		94	95	B	6.7	23	499	1465	673	100	784	306	494	346	86	233	308	112	180	129	39	107	274	106	99	51
MATCH GAME '78	9	141	140	A	5.0	17	373	1279	681	98^	761	201	353	311	137^	340	385	113^	171	139^	26v	192	76^	35v	57^	24v
1 M-F 4.00P 30 CBS QP		79	79	B	5.0	17	373	1279	681	98	761	201	353	311	137	340	385	113	171	139	26	192	76	35	57	24
2 MTUWF 4.00P 30																										
NEW HIGH ROLLERS	100	193	192	A	4.6	26	343	1280	740	90^	857	218	358	305	128^	438	376	57^	98^	94^	137^	239	27v	LT	20v	LT
M-F 11.00A 30 NBC QG		98	97	B	5.0	24	373																			

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	55-64	55+	MEN TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
WEEKDAY DAYTIME CONT'D																										
ONE LIFE TO LIVE	164	195	195	A	7.4	29	551	1180	834	159	916	460	650	521	82^	210	148	61^	84^	51^	27v	53^	100^	87^	16v	LT
M-F 2.00P 60 ABC DD		99	99	B	7.3	27	544																			
2.00 - 2.30				A	7.0	27	522	1151	820	166	903	468	646	510	79^	197	138	52^	72^	46^	27v	53^	94^	85^	16v	LT
2.30 - 3.00				A	7.9	31	589	1171	834	149	905	438	635	518	82^	218	148	65^	88^	53^	26v	49^	101^	86^	17v	LT
PRICE IS RIGHT 1	10	181	181	A	4.7	28	350	1354	772	166^	829	334	472	360	95^	315	260	22v	117^	112^	45^	131^	85^	25v	180	43v
M-F 10.30A 30 CBS AP		92	92	B	4.7	28	350	1354	772	166	829	334	472	360	95	315	260	22	117	112	45	131	85	25	180	43
PRICE IS RIGHT 2	10	181	181	A	5.3	30	395	1385	833	156	878	339	499	382	81^	331	288	35v	134^	139^	33v	134^	74^	35v	145^	29v
M-F 11.00A 30 CBS AP		92	92	B	5.3	30	395	1385	833	156	878	339	499	382	81	331	288	35	134	139	33	134	74	35	145	29
RYAN'S HOPE	238	186	184	A	6.8	30	507	1300	848	205	945	483	700	580	60^	143	207	55^	128	103^	27v	65^	108^	97^	40^	LT
M-F 12.30P 30 ABC DD		97	96	B	7.0	28	522																			
SEARCH FOR TOMORROW	10	183	183	A	6.8	30	507	1237	884	148	925	317	526	406	132	368	207	47^	83^	73^	36^	117^	34^	29v	71^	18v
M-F 12.30P 30 CBS DD		96	96	B	6.8	30	507	1237	884	148	925	317	526	406	132	368	207	47	83	73	36	117	34	29	71	18
TODAY SHOW-7.30AM	239	215	214	A	4.6	31	343	1163	691	140^	743	105^	242	277	215	466	340	44v	98^	73^	93^	238	15v	LT	65^	65^
M-F 7.30A 30 NBC N		99	99	B	4.2	29	313																			
TODAY SHOW-8.30AM	240	211	211	A	4.2	29	313	1281	785	185^	824	112^	367	391	184^	421	419	71^	182^	139^	71^	228	19v	LT	19v	19v
M-F 8.30A 30 NBC N		99	99	B	4.4	29	328																			
$20,000 PYRAMID	165	164	164	A	5.3	25	395	1377	768	248	834	363	535	375	121^	244	329	106^	182	171	79^	118^	97^	73^	117^	17v
M-F 12.00N 30 ABC QG		89	90	B	5.4	22	402																			
WHEEL OF FORTUNE	100	196	196	A	5.0	26	373	1282	748	117^	855	182	341	300	156^	461	322	59^	99^	73^	91^	201	49^	13v	56^	33v
M-F 11.30A 30 NBC QG		97	97	B	5.9	27	440																			
YOUNG AND THE RESTLESS	10	194	194	A	7.1	33	529	1272	953	131	990	359	580	436	131	374	176	60^	85^	50^	26v	91^	38^	32^	68^	21v
M-F 12.00N 30 CBS DD		99	99	B	7.1	33	529	1272	953	131	990	359	580	436	131	374	176	60	85	50	26	91	38	32	68	21
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	2	163	176	A	5.4	23	402	1731	278^	154^	407	280^	303^	194^	17v	52v	251^	119^	170^	108^	45v	81^	331	229^	742	510
SAT. 12.00N 30 ABC FV		90	92	B	5.4	23	402	1731	278	154	407	280	303	194	17	52	251	119	170	108	45	81	331	229	742	510
ABC WIDE WORLD-SPORTS SAT	40		204	A	11.1	30	827	1412	447	130^	508	207^	348	240^	59v	141^	618	229^	344	294^	138^	241^	63v	56v	223^	124^
2 SAT. 5.14P 76 ABC SA			99	B	9.2	25	685																			
5.30 - 6.00				A	11.2	32	834	1264	419	137^	468	172^	301	187^	53v	145^	584	205^	310	280^	130^	243^	52v	52v	160^	94^
6.00 - 6.30				A	11.4	29	849	1661	518	138^	602	286^	442	307	70v	147^	696	309	436	344	133^	226^	55v	55v	308	144^
ALL NEW PINK PANTHER	2	186	186	A	5.8	29	432	1882	414	139^	474	331	380	293	25v	32v	256^	124^	233^	169^	11v	23v	304	134^	848	521
SAT. 11.30A 30 ABC CA		97	97	B	5.8	29	432	1882	414	139	474	331	380	293	25	32	256	124	233	169	11	23	304	134	848	521
ALL NEW POPEYE HOUR 1	2	184	184	A	4.0	32	298	1547	275^	77v	322^	209^	232^	178^	54v	90v	187^	67v	91v	107^	28v	80v	322^	33v	716	507
SAT. 8.00A 30 CBS CA		95	95	B	4.0	32	298	1547	275	77	322	209	232	178	54	90	187	67	91	107	28	80	322	33	716	507
ALL NEW POPEYE HOUR 2	2	184	184	A	6.2	36	462	1552	253^	62v	304	190^	207^	149^	49v	83^	230^	123^	165^	143^	20v	49v	188^	46v	830	546
SAT. 8.30A 30 CBS CA		95	95	B	6.2	36	462	1552	253	62	304	190	207	149	49	83	230	123	165	143	20	49	188	46	830	546
AMERICAN BANDSTAND '78	3	-	155	A	4.3	19	320	1544	350^	166v	619^	479^	528^	275^	16v	37v	385^	171v	272^	226^	66v	79v	297^	218^	243^	179v
2 SAT. 12.30P 60 ABC PC			86	B	5.4	22	402	1542	416	218	562	338	420	263	84	117	310	176	231	163	29	57	305	182	365	235
12.30 - 1.00				A	4.3	19	320	1634	306^	82v	644^	513^	565^	276^	22v	53v	368^	190v	291^	207^	77v	77v	343^	187v	279^	210^
1.00 - 1.30				A	4.3	19	320	1438	394^	244^	594^	445^	492^	275^	LT	21v	391^	147v	248^	242^	50v	74v	246^	246^	207^	148v
ANIMALS, ANIMALS, ANIMALS	2	132	128	A	2.9	13	216	1468	486^	213^	486^	264^	296^	277^	24v	190^	430^	226^	370^	167^	32v	60v	56v	LT	496^	242^
SUN. 11.30A 30 ABC CL		80	78	B	2.9	13	216	1468	486	213	486	264	296	277	24	190	430	226	370	167	32	60	56	14	496	242

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ARK II	1	146		A	6.3	23	469	2147	396^	129v	440^	249^	296^	219^	LT	98v	380^	273^	380^	217^	LT	LT	243^	127v	1084	753
1 SAT. 1.00P 30 CBS CL		84		B	6.3	23	469	2147	396	129	440	249	296	219	LT	98	380	273	380	217	LT	LT	243	127	1084	753
BAGGY PANTS & THE NITWITS	2	141	143	A	3.7	16	276	1554	249^	228^	455	278^	379^	148^	43v	76v	239^	145^	188^	112v	LT	29v	237^	189^	623	396^
SAT. 12.30P 30 NBC CA		78	78	B	3.7	16	276	1554	249	228	455	278	379	148	43	76	239	145	188	112	LT	29	237	189	623	396
BUGS BUNNY/ROAD RUNNER 1	2	192	193	A	7.6	35	566	1769	287	55v	310	135^	198^	103^	53v	94^	259	156^	206^	155^	LT	22v	242	48v	958	528
SAT. 9.00A 30 CBS CA		99	99	B	7.6	35	566	1769	287	55	310	135	198	103	53	94	259	156	206	155	6	22	242	48	958	528
BUGS BUNNY/ROAD RUNNER 2	2	193	193	A	9.6	39	715	1524	289	69^	320	158^	201	110^	55^	92^	241	160^	198	138^	11v	17v	177	71^	786	454
SAT. 9.30A 30 CBS CA		99	99	B	9.6	39	715	1524	289	69	320	158	201	110	55	92	241	160	198	138	11	17	177	71	786	454
BUGS BUNNY/ROAD RUNNER 3	2	193	193	A	9.7	39	723	1447	210	56^	298	144^	193	111^	33v	67^	222	127^	183	158^	24v	34v	208	40v	719	457
SAT. 10.00A 30 CBS CA		99	99	B	9.7	39	723	1447	210	56	298	144	193	111	33	67	222	127	183	158	24	34	208	40	719	457
CBS NFL FOOTBALL PRE GAME	2	192	185	A	6.4	27	477	1319	359	132^	394	86^	229^	281	40v	113^	687	318	484	443	65v	153^	97^	LT	141^	141^
SUN. 12.30P 30 CBS SC		99	98	B	6.4	27	477	1319	359	132	394	86	229	281	40	113	687	318	484	443	65	153	97	LT	141	141
CBS NFL FOOTBALL GAME 1	2	205	200	A	13.0	40	969	1492	390	139	412	104^	249	264	45^	129	881	355	565	519	112^	232	111^	29v	88^	62^
1 SUN. 1.00P 154 CBS SE		99	99	B	13.0	40	969	1492	390	139	412	104	249	264	45	129	881	355	565	519	112	232	111	29	88	62
2 SUN. 1.00P 170																										
1.00 - 1.30				A	10.5	38	782	1486	357	125^	387	67^	213	256	36v	131^	908	360	625	568	93^	200	96^	15v	95^	75^
1.30 - 2.00				A	13.0	42	969	1472	348	134	368	78^	207	240	35^	121^	899	356	578	547	97^	224	126^	39^	79^	51^
2.00 - 2.30				A	13.2	40	983	1482	364	137	388	97^	234	243	40^	124^	903	372	578	529	114^	240	107^	27v	84^	60^
2.30 - 3.00				A	13.3	39	991	1516	412	131	435	110^	254	263	49^	143	890	347	561	515	117^	249	113^	28v	78^	60^
3.00 - 3.30				A	14.2	40	1058	1551	432	155	454	144	297	304	45^	123	854	339	527	484	129	253	127	32^	116^	83^
3.30 - 4.00				A	14.4	38	1073	1493	484	179^	512	151^	342	308	85^	150^	882	379	537	473	144^	248	68^	36v	31v	LT
CBS NFL FOOTBALL GAME 2	1	187		A	13.2	32	983	1541	388	116^	433	126^	249	256	68^	128^	920	361	603	539	166^	251	99^	30v	89^	53v
1 SUN. 4.00P 198 CBS SE		81		B	13.2	32	983	1541	388	116	433	126	249	256	68	128	920	361	603	539	166	251	99	30	89	53
4.00 - 4.30				A	9.1	25	678	1571	366	114^	394	83v	201^	228^	77v	137^	921	418	614	576	145^	263^	142^	37v	114^	56v
4.30 - 5.00				A	12.4	33	924	1548	376	90^	393	95^	209^	228^	63v	120^	929	376	627	588	153^	248^	100^	22v	126^	65v
5.00 - 5.30				A	13.5	34	1006	1589	390	95^	418	102^	253	255	64^	115^	963	393	663	577	170^	244	105^	34v	103^	66^
5.30 - 6.00				A	14.3	35	1065	1562	391	113^	426	111^	248	269	55v	123^	937	378	645	546	161^	247	104^	35v	95^	71^
6.00 - 6.30				A	14.6	34	1088	1567	382	113^	440	158^	275	260	66^	113^	934	373	600	527	177^	244	104^	40v	89^	51v
6.30 - 7.00				A	14.5	33	1080	1500	403	124^	458	159^	276	281	69^	120^	899	321	555	522	174^	233	82^	24v	61^	37v
CBS NFL FOOTBALL POST	1	175		A	6.7	19	499	1589	306^	108v	350^	16v	121v	172^	38v	162^	898	461^	632	614	117v	224^	159^	LT	182^	182^
1 SUN. 3.34P 26 CBS SC		75		B	6.7	19	499	1589	306	108	350	16	121	172	38	162	898	461	632	614	117	224	159	LT	182	182
CBS SPORTS SPECTACULAR	2	143	149	A	4.0	12	298	1527	476	101v	496	96v	255^	258^	78v	198^	619	200^	398^	332^	72v	181^	99v	37v	313^	239^
1 SAT. 4.30P 90 CBS SA		87	88	B	4.0	12	298	1527	476	101	496	96	255	258	78	198	619	200	398	332	72	181	99	37	313	239
2 SAT. 5.00P 60																										
4.30 - 5.00				A	3.8	11	283	1449	511^	187v	550^	236^	353^	208v	LT	197v	425^	244^	290^	295^	LT	83v	153v	82v	321^	191v
5.00 - 5.30				A	3.8	11	283	1484	437^	67v	451	62v	225^	282^	81v	169^	657	208^	424^	338^	86v	199^	118^	29v	258^	184^
5.30 - 6.00				A	4.5	13	335	1552	477	86v	489	56v	220^	252^	101^	214^	657	174^	410	326^	87v	208^	59v	30v	347^	296^
CHALLENGE-SUPERFRIENDS I	2	193	195	A	7.0	34	522	1659	152^	26v	201^	73^	91^	103^	36v	73^	43v	43v	43v	24v	LT	LT	296	140^	1119	612
SAT. 9.00A 30 ABC CA		99	99	B	7.0	34	522	1659	152	26	201	73	91	103	36	73	43	43	43	24	LT	LT	296	140	1119	612
CHALLENGE-SUPERFRIENDS II	2	193	195	A	7.3	30	544	1860	197^	24v	228	98^	128^	115^	48v	61^	45v	34v	45v	24v	LT	LT	347	144^	1240	647
SAT. 9.30A 30 ABC CA		99	99	B	7.3	30	544	1860	197	24	228	98	128	115	48	61	45	34	45	24	LT	LT	347	144	1240	647
CLUE CLUB	2	59	48	A	2.0	13	149	1282	167v	LT	167v	121v	167v	147v	LT	LT	350^	276^	350^	74v	LT	LT	LT	LT	765^	457^
SUN. 9.30A 30 CBS CA		50	46	B	2.0	13	149	1282	167	LT	167	121	167	147	LT	LT	350	276	350	74	LT	LT	LT	LT	765	457

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																															
COLLEGE FOOTBALL 1978						2	145	152	A	2.9	11	216	1157	421^	143v	421^	143v	171^	143v	70v	232^	505^	301^	343^	283^	37v	74v	116v	38v	115v	115v
	SUN.	12.30P	30	ABC	SA		90	91	B	2.9	11	216	1157	421	143	421	143	171	143	70	232	505	301	343	283	37	74	116	38	115	115
FABULOUS FUNNIES						2	160	160	A	3.3	15	246	1825	264^	37v	264^	138^	248^	208^	LT	LT	195^	146^	178^	65v	LT	LT	330^	260^	1036	605
	SAT.	12.00N	30	NBC	CA		84	85	B	3.3	15	246	1825	264	37	264	138	248	208	7	16	195	146	178	65	LT	17	330	260	1036	605
FACE THE NATION						2	157	157	A	3.0	13	224	1375	517^	147^	633	44v	218^	218^	112v	415^	606	147^	352^	322^	49v	254^	55v	27v	81v	31v
	SUN.	11.30A	30	CBS	CC		94	93	B	3.0	13	224	1375	517	147	633	44	218	218	112	415	606	147	352	322	49	254	55	27	81	31
FAMOUS CLASSIC TALES(S)							145		A	5.1	21	380	1813	502^	163v	631^	328^	449^	379^	68v	116v	182^	53v	164v	122v	18v	18v	223^	77v	777	422^
	2 SAT.	1.00P	60	CBS	CA		87																								
1.00 - 1.30									A	4.8	21	358	1709	480^	156v	602^	301^	451^	388^	60v	98v	187^	62v	151v	113v	36v	36v	191^	84v	729	422^
1.30 - 2.00									A	5.4	22	402	1896	522^	166^	654	351^	445^	370^	76v	131v	174^	45v	174^	129v	LT	LT	249^	67v	819	420^
FANGFACE						2	184	185	A	5.4	32	402	1808	109^	62v	186^	90^	90^	139^	20v	20v	218^	184^	218^	72v	LT	LT	256^	89^	1148	726
	SAT.	8.30A	30	ABC	CA		95	97	B	5.4	32	402	1808	109	62	186	90	90	139	20	20	218	184	218	72	LT	LT	256	89	1148	726
FANTASTIC FOUR						2	187	188	A	4.7	19	350	1657	146^	LT	146^	35v	95^	108^	38v	38v	58v	29v	29v	58v	LT	LT	342^	171^	1111	743
	SAT.	10.30A	30	NBC	CA		95	95	B	4.7	19	350	1657	146	LT	146	35	95	108	38	38	58	29	29	58	LT	LT	342	171	1111	743
FAT ALBERT AND COSBY KIDS						2	173	186	A	7.5	32	559	1637	338	112^	388	165^	234	222^	23v	69^	165^	136^	155^	93^	10v	10v	287	169^	797	536
	SAT.	12.30P	30	CBS	CA		97	97	B	7.5	32	559	1637	338	112	388	165	234	222	23	69	165	136	155	93	10	10	287	169	797	536
GODZILLA POWER HR I						2	200	201	A	4.7	20	350	2143	129^	LT	129^	19v	49v	71v	58v	58v	212^	53v	94^	138^	49v	49v	114^	37v	1688	1163
	SAT.	9.30A	30	NBC	CA		99	99	B	4.7	20	350	2143	129	LT	129	19	49	71	58	58	212	53	94	138	49	49	114	37	1688	1163
GODZILLA POWER HR II						2	200	201	A	6.4	26	477	2073	218^	64v	218^	102^	164^	149^	36v	36v	170^	81^	97^	139^	LT	LT	278	183^	1407	934
	SAT.	10.00A	30	NBC	CA		99	99	B	6.4	26	477	2073	218	64	218	102	164	149	36	36	170	81	97	139	8	8	278	183	1407	934
HOROWITZ--LIVE(S)							186		A	4.0	10	298	1577	712^	265^	779^	198v	423^	384^	134v	332^	582^	208v	313^	253^	134v	255^	139v	90v	77v	28v
	1 SUN.	5.00P	60	NBC	CM		95																								
5.00 - 5.30									A	4.4	11	328	1607	662^	244^	705^	149v	373^	354^	128v	308^	598^	203^	339^	258^	143v	259^	163v	94v	141v	49v
5.30 - 6.00									A	3.6	9	268	1500	766^	280^	851^	251^	474^	411^	138v	354^	546^	213v	273^	238^	119v	243^	103v	81v	LT	LT
IN THE NEWS- 8.26AM						2	187	187	A	5.3	38	395	1514	254^	74v	345	256^	274^	168^	42v	71v	203^	87^	112^	135^	24v	68v	191^	40v	775	555
	SAT.	8.26A	3	CBS	N		96	96	B	5.3	38	395	1514	254	74	345	256	274	168	42	71	203	87	112	135	24	68	191	40	775	555
IN THE NEWS- 8.56AM						2	184	184	A	6.1	33	454	1498	264^	69v	323	197^	215^	150^	56v	98^	250^	126^	192^	178^	15v	40v	176^	39v	749	453
	SAT.	8.56A	3	CBS	N		95	95	B	6.1	33	454	1498	264	69	323	197	215	150	56	98	250	126	192	178	15	40	176	39	749	453
IN THE NEWS- 9.26AM						2	193	193	A	8.4	37	626	1751	308	64^	327	152^	214	112^	50^	92^	250	155^	204	152^	LT	14v	278	60^	896	492
	SAT.	9.26A	3	CBS	N		99	99	B	8.4	37	626	1751	308	64	327	152	214	112	50	92	250	155	204	152	7	14	278	60	896	492
IN THE NEWS- 9.56AM						2	193	193	A	9.7	39	723	1516	285	78^	322	172^	211	116^	44v	81^	235	159^	203	135^	21v	21v	182	76^	777	454
	SAT.	9.56A	3	CBS	N		99	99	B	9.7	39	723	1516	285	78	322	172	211	116	44	81	235	159	203	135	21	21	182	76	777	454
IN THE NEWS-10.26AM						2	193	193	A	9.7	39	723	1405	214	51^	297	139^	191	124^	31v	60^	209	118^	178	152^	23v	31v	204	29v	695	425
	SAT.	10.26A	3	CBS	N		99	99	B	9.7	39	723	1405	214	51	297	139	191	124	31	60	209	118	178	152	23	31	204	29	695	425
IN THE NEWS-11.26AM						2	192	192	A	9.7	41	723	1585	357	93^	420	252	309	224	30v	54^	244	148^	189	145^	16v	42v	203	77^	718	462
	SAT.	11.26A	3	CBS	N		99	99	B	9.7	41	723	1585	357	93	420	252	309	224	30	54	244	148	189	145	16	42	203	77	718	462
IN THE NEWS-11.56AM						2	191	193	A	8.4	36	626	1668	357	103^	445	271	350	254	15v	50^	175^	120^	162^	107^	13v	13v	184^	96^	864	543
	SAT.	11.56A	3	CBS	N		99	99	B	8.4	36	626	1668	357	103	445	271	350	254	15	50	175	120	162	107	13	13	184	96	864	543
IN THE NEWS-12.26PM						2	179	181	A	7.2	31	536	1446	257	102^	321	210^	237	137^	37v	69^	94^	83^	83^	68^	11v	11v	243	113^	788	568
	SAT.	12.26P	3	CBS	N		97	96	B	7.2	31	536	1446	257	102	321	210	237	137	37	69	94	83	83	68	11	11	243	113	788	568

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																																
IN THE NEWS-12.56PM							2	175	188	A	7.2	30	536	1582	333	132^	389	171^	225^	225^	30v	77^	176^	143^	165^	97^	11v	11v	293	179^	724	477
		SAT.	12.56P	3	CBS	N		97	97	B	7.2	30	536	1582	333	132	389	171	225	225	30	77	176	143	165	97	11	11	293	179	724	477
IN THE NEWS- 1.26PM							1	145		A	5.9	21	440	2039	426^	94v	469^	297^	344^	185^	LT	80v	365^	304^	365^	179^	LT	LT	292^	166^	913	723
	1	SAT.	1.26P	3	CBS	N		84		B	5.9	21	440	2039	426	94	469	297	344	185	LT	80	365	304	365	179	LT	LT	292	166	913	723
IN THE NEWS- 9.26AM-SUN.							2	64	56	A	1.5	11	112	1732	401^	LT	401^	338^	401^	222v	LT	LT	320^	133v	303^	170v	LT	LT	81v	LT	930^	483^
		SUN.	9.26A	3	CBS	N		59	54	B	1.5	11	112	1732	401	LT	401	338	401	222	LT	LT	320	133	303	170	17	17	81	LT	930	483
IN THE NEWS- 9.56AM-SUN.							2	61	49	A	2.3	14	171	1351	164v	LT	164v	117v	164v	141v	LT	LT	332^	263^	332^	69v	LT	LT	LT	LT	855	486^
		SUN.	9.56A	3	CBS	N		50	47	B	2.3	14	171	1351	164	LT	164	117	164	141	LT	LT	332	263	332	69	LT	LT	LT	LT	855	486
ISSUES AND ANSWERS							2	163	157	A	2.5	11	186	1172	404^	85v	490^	98v	124v	124v	43v	312^	426^	140v	178^	210^	90v	156v	74v	53v	182^	53v
		SUN.	12.00N	30	ABC	CC		96	96	B	2.5	11	186	1172	404	85	490	98	124	124	43	312	426	140	178	210	90	156	74	53	182	53
KIDS ARE PEOPLE TOO II							2	124	121	A	3.3	16	246	1687	415^	117v	456^	294^	331^	293^	49v	85v	202^	121v	190^	147^	LT	LT	272^	186^	757	448^
		SUN.	10.30A	30	ABC	CL		79	79	B	3.3	16	246	1687	415	117	456	294	331	293	49	85	202	121	190	147	12	12	272	186	757	448
KIDS ARE PEOPLE TOO III							2	122	120	A	3.2	15	238	1634	443^	185^	476^	345^	366^	302^	34v	77v	193^	126v	152^	26v	41v	41v	183^	100v	782	433^
		SUN.	11.00A	30	ABC	CL		78	79	B	3.2	15	238	1634	443	185	476	345	366	302	34	77	193	126	152	26	41	41	183	100	782	433
KROFFT SUPERSTAR I							2	197	198	A	3.8	16	283	1855	220^	35v	230^	121^	195^	152^	LT	24v	141^	67v	119^	109v	LT	LT	431^	275^	1053	662
		SAT.	11.00A	30	NBC	CL		98	98	B	3.8	16	283	1855	220	35	230	121	195	152	13	24	141	67	119	109	LT	4	431	275	1053	662
KROFFT SUPERSTAR II							2	196	198	A	3.6	16	268	1877	183^	LT	197^	77v	141^	126^	41v	56v	95v	32v	88v	88v	LT	LT	397^	239^	1188	664
		SAT.	11.30A	30	NBC	CL		97	98	B	3.6	16	268	1877	183	15	197	77	141	126	41	56	95	32	88	88	LT	7	397	239	1188	664
MEET THE PRESS							48	156	130	A	2.9	14	216	1028	347^	46v	439^	106v	121v	61v	129v	318^	509^	268^	319^	245^	78v	190^	80v	LT	LT	LT
		SUN.	12.00N	30	NBC	CC		89	87	B	3.1	15	231																			
METRIC MARVELS- 9:27AM							2	195	196	A	3.9	18	291	1969	103v	LT	127^	24v	52v	71v	32v	32v	144^	20v	75v	124^	LT	LT	82v	LT	1616	1161
		SAT.	9.27A	2	NBC	IA		98	98	B	3.9	18	291	1969	103	11	127	24	52	71	32	32	144	20	75	124	LT	LT	82	LT	1616	1161
METRIC MARVELS-10:27AM							2	201	201	A	5.6	23	417	1974	201^	60v	201^	83^	144^	128^	40v	40v	137^	74v	74v	111^	LT	LT	257^	143^	1379	866
		SAT.	10.27A	2	NBC	IA		99	99	B	5.6	23	417	1974	201	60	201	83	144	128	40	40	137	74	74	111	LT	LT	257	143	1379	866
METRIC MARVELS-11:57AM							2	196	198	A	3.8	17	283	1898	196^	LT	213^	72v	146^	146^	50v	67v	103v	34v	91v	91v	LT	LT	370^	232^	1212	651
		SAT.	11.57A	2	NBC	IA		97	98	B	3.8	17	283	1898	196	LT	213	72	146	146	50	67	103	34	91	91	LT	12	370	232	1212	651
NBC MAJOR LEAGUE PRE GAME							21	207	203	A	4.4	17	328	1427	374^	36v	453	59v	126^	100^	67v	294^	622	259^	322^	260^	100^	271^	160^	63v	192^	114^
	1	SAT.	2.00P	15	NBC	SC		99	98	B	5.0	22	373																			
	2	SAT.	2.00P	13																												
NBC MAJOR LEAGUE BASEBALL							22	207	203	A	6.4	21	477	1321	369	96^	428	53v	136^	165^	95^	256^	729	254^	342	288	90^	337	77^	16v	87^	52v
	1	SAT.	2.15P	152	NBC	SE		99	98	B	7.4	28	551																			
	2	SAT.	2.13P	150																												
2.30 - 3.00										A	5.7	20	425	1426	420	112^	491	74^	139^	162^	103^	310	696	261^	312	273^	101^	325	100^	33v	139^	78^
3.00 - 3.30										A	6.3	21	469	1390	371	94^	422	32v	123^	162^	109^	260^	699	210^	288	257^	103^	347	108^	30v	161^	75^
3.30 - 4.00										A	7.0	22	522	1278	365	96^	429	53v	164^	195^	87^	234^	770	269	372	308	79^	352	53v	LT	26v	26v
4.00 - 4.30										A	6.9	22	514	1280	333	112^	389	31v	114^	146^	97^	243	788	266	391	339	91^	344	70^	16v	33v	29v
NCAA FOOTBALL PRE GAME							2	215	211	A	5.5	24	410	1361	290^	127^	302^	87^	153^	189^	58v	98^	680	251^	375	324	119^	231^	144^	103^	235^	166^
	1	SAT.	12.30P	20	ABC	SC		99	99	B	5.5	24	410	1361	290	127	302	87	153	189	58	98	680	251	375	324	119	231	144	103	235	166
	2	SAT.	1.30P	15																												
NCAA FOOTBALL GAME CONT'D							2	215	218	A	9.3	32	693	1395	327	139^	343	90^	181	187	45v	123^	822	298	452	429	166^	275	123^	47^	107^	80^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NCAA FOOTBALL GAME-CONT'D																										
1 SAT. 12.50P 191 ABC SE		99	99	B	9.3	32	693	1395	327	139	343	90	181	187	45	123	822	298	452	429	166	275	123	47	107	80
2 SAT. 1.46P 182																										
1.00 - 1.30				A	8.3	32	618	1657	343^	132^	343^	109^	172^	166^	71v	141^	928	400	574	373^	195^	301^	219^	145^	167^	140^
1.30 - 2.00				A	9.2	36	685	1607	339^	123^	369	85v	144^	156^	69v	164^	938	387	543	447	197^	292^	183^	107^	117^	96^
2.00 - 2.30				A	9.2	34	685	1314	293	132^	303	84^	151^	168^	38v	111^	836	307	451	454	168^	272	84^	37v	91^	74^
2.30 - 3.00				A	9.0	32	671	1311	303	142^	314	68^	158^	164^	47^	127^	815	291	427	423	177^	283	85^	14v	97^	83^
3.00 - 3.30				A	9.5	30	708	1432	356	179	388	116^	204	189	56^	144^	821	311	446	422	175^	285	119^	23v	104^	55^
3.30 - 4.00				A	10.3	32	767	1428	360	151^	386	120^	225	222	36v	114^	815	287	466	467	151^	248	140^	40v	87^	49^
4.00 - 4.30				A	9.5	31	708	1346	345^	129^	350	56v	211^	249^	16v	101^	748	221^	413	443	141^	247^	146^	41v	102^	92^
NCAA FOOTBALL POST GAME	2		204	A	10.5	32	782	1234	349	95^	358	93^	242^	239^	37v	89^	653	141^	324	364	118^	259^	68v	68v	155^	132^
2 SAT. 4.50P 10 ABC SC			98	B	8.9	26	663	1273	361	128	384	125	255	259	44	89	676	212	376	406	102	228	72	54	141	126
NCAA FOOTBALL GAME-2	1	214		A	13.3	38	991	1603	401	137^	438	133^	242^	219^	66^	156^	981	388	643	542	141^	269	138^	63^	46v	22v
1 SAT. 4.03P 185 ABC SE		99		B	13.3	38	991	1603	401	137	438	133	242	219	66	156	981	388	643	542	141	269	138	63	46	22
4.00 - 4.30				A	10.6	32	790	1644	400	161^	422	108^	208^	238^	71v	146^	999	402	652	533	148^	281^	146^	83^	77v	34v
4.30 - 5.00				A	12.7	38	946	1624	413	151^	432	89^	206^	245^	70^	143^	950	352	615	542	132^	257^	186^	114^	56v	24v
5.00 - 5.30				A	13.9	41	1036	1515	379	121^	410	131^	216^	225^	53v	151^	980	362	627	562	135^	270	103^	60v	22v	9v
5.30 - 6.00				A	13.6	40	1013	1437	343	111^	381	122^	203^	186^	60v	158^	929	362	599	521	147^	267	117^	45v	10v	LT
6.00 - 6.30				A	14.7	40	1095	1595	362	120^	417	130^	251	173^	57^	153^	1013	425	678	550	139^	268	151^	48v	14v	LT
6.30 - 7.00				A	13.8	36	1028	1746	441	144^	498	187^	316	236^	70^	154^	1040	438	712	571	139^	265	142^	44v	66^	29v
NFL '78-NBC	2	150	152	A	3.4	15	253	1285	340^	47v	363^	137^	201^	178^	83v	162^	580	300^	462^	388^	71v	118v	274^	56v	68v	68v
SUN. 12.30P 30 NBC SC		87	86	B	3.4	15	253	1285	340	47	363	137	201	178	83	162	580	300	462	388	71	118	274	56	68	68
NFL FOOTBALL GAME 1-NBC	2	208	200	A	9.7	30	723	1418	351	124^	371	130^	219	214	85^	135^	885	324	534	529	139^	243	102^	35v	60^	53^
1 SUN. 1.00P 177 NBC SE		99	82	B	9.7	30	723	1418	351	124	371	130	219	214	85	135	885	324	534	529	139	243	102	35	60	53
2 SUN. 1.00P 180																										
1.00 - 1.30				A	8.2	30	611	1358	287	86^	303	119^	184^	185^	61^	96^	841	313	502	487	131^	227	133^	30v	81^	47v
1.30 - 2.00				A	10.3	34	767	1377	303	106^	320	129^	202	204	78^	99^	912	346	565	513	146^	236	92^	LT	53^	53^
2.00 - 2.30				A	10.2	31	760	1408	368	131^	384	141^	220	222	97^	133^	859	323	528	501	147^	241	95^	40v	70^	63^
2.30 - 3.00				A	9.2	27	685	1375	360	118^	389	124^	228	219	99^	152^	821	315	492	495	134^	231	93^	36v	72^	64^
3.00 - 3.30				A	10.0	28	745	1468	392	137^	407	125^	237	227	88^	159^	916	317	537	573	134^	256	103^	59^	42v	36v
3.30 - 4.00				A	10.9	30	812	1443	399	159	413	129^	237	230	85^	163	889	311	536	557	137^	247	90^	32v	51^	51^
NFL FOOTBALL GAME 2-NBC	2		216	A	18.9	43	1408	1518	426	196	447	141^	261	292	68^	142^	905	337	586	517	114^	234	86^	51^	80^	59^
2 SUN. 4.19P 185 NBC SE			99	B	16.0	38	1192	1517	380	180	396	120	227	250	57	128	904	330	572	491	118	249	113	40	104	83
4.30 - 5.00				A	14.8	37	1103	1478	395	195^	419	122^	226	281	63^	138^	918	353	599	575	103^	223	106^	54v	35v	35v
5.00 - 5.30				A	18.0	44	1341	1500	450	228	474	135^	257	320	66^	154^	894	334	576	534	105^	225	107^	51^	25v	25v
5.30 - 6.00				A	18.9	45	1408	1426	399	210	419	111^	231	278	60^	141^	901	307	546	518	112^	246	82^	49^	24v	24v
6.00 - 6.30				A	20.5	46	1527	1485	422	227	444	162	281	302	64^	126^	925	358	619	525	109^	226	66^	54^	50^	43^
6.30 - 7.00				A	22.1	47	1646	1530	422	188	440	164	279	292	67^	120^	912	339	594	503	127^	243	68^	46^	110^	87^
7.00 - 7.30				A	21.6	42	1609	1693	487	127^	502	147^	286	296	88^	174	859	319	552	432	130^	247	94^	45^	238	137^
NFL FOOTBALL POST-NBC	1	162		A	5.7	15	425	1544	417^	118v	417^	48v	209^	209^	114v	208^	852	287^	482^	413^	158^	295^	181^	34v	94v	75v
1 SUN. 4.19P 16 NBC SC		88		B	5.7	15	425	1544	417	118	417	48	209	209	114	208	852	287	482	413	158	295	181	34	94	75
SCHOOLHOUSE ROCK-8.26AM	2	185	185	A	4.3	32	320	2141	232^	104^	272^	139^	180^	216^	22v	22v	307^	251^	281^	120^	LT	LT	409	127^	1153	787
SAT. 8.26A 3 ABC CA		95	95	B	4.3	32	320	2141	232	104	272	139	180	216	22	22	307	251	281	120	LT	LT	409	127	1153	787
SCHOOLHOUSE ROCK-8.56AM	2	184	185	A	5.9	33	440	1761	96^	57v	118^	78^	78^	80^	17v	17v	235^	198^	235^	62v	LT	LT	229^	76^	1179	725
SAT. 8.56A 3 ABC CA		95	97	B	5.9	33	440	1761	96	57	118	78	78	80	17	17	235	198	235	62	LT	LT	229	76	1179	725

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SCHOOLHOUSE ROCK-9.56AM	2	193	195	A	6.5	27	484	1785	185^	14v	200^	98^	127^	78^	41v	61v	48v	35v	48v	27v	LT	LT	331	120^	1206	646
SAT. 9.56A 3 ABC CA		99	99	B	6.5	27	484	1785	185	14	200	98	127	78	41	61	48	35	48	27	LT	LT	331	120	1206	646
SCHOOLHOUSE ROCK-11.26AM	2	187	194	A	6.9	28	514	2037	324	277	491	373	412	224^	22v	34v	279	161^	226^	157^	26v	53v	243	155^	1024	594
SAT. 11.26A 3 ABC CA		96	99	B	6.9	28	514	2037	324	277	491	373	412	224	22	34	279	161	226	157	26	53	243	155	1024	594
SCHOOLHOUSE ROCK-11.56AM	2	186	186	A	5.3	27	395	1795	378	140^	436	323	377	244^	36v	36v	238^	127^	222^	154^	LT	16v	333	157^	788	516
SAT. 11.56A 3 ABC CA		97	97	B	5.3	27	395	1795	378	140	436	323	377	244	36	36	238	127	222	154	9	16	333	157	788	516
SCHOOLHOUSE ROCK-11.55AM	2	132	128	A	2.8	12	209	1435	453^	205^	453^	234^	262^	262^	LT	191^	367^	166^	291^	168^	39v	76v	50v	LT	565^	278^
SUN. 11.55A 4 ABC CA		80	78	B	2.8	12	209	1435	453	205	453	234	262	262	19	191	367	166	291	168	39	76	50	15	565	278
SCOOBY DOO, WHERE ARE YOU	2	185	185	A	4.0	33	298	2091	215^	91v	286^	127^	171^	239^	LT	LT	282^	246^	265^	94v	LT	LT	317^	120^	1206	842
SAT. 8.00A 30 ABC CA		95	95	B	4.0	33	298	2091	215	91	286	127	171	239	14	14	282	246	265	94	LT	LT	317	120	1206	842
SCOOBY'S ALL STARS I	2	187	194	A	6.3	25	469	1987	215^	17v	225^	114^	201^	137^	10v	18v	131^	75^	111^	77^	20v	20v	318	153^	1313	764
SAT. 10.00A 30 ABC CA		96	99	B	6.3	25	469	1987	215	17	225	114	201	137	10	18	131	75	111	77	20	20	318	153	1313	764
SCOOBY'S ALL STARS II	2	187	194	A	7.1	29	529	2009	309	38v	324	161^	269	217^	16v	16v	141^	85^	125^	85^	16v	16v	277	175^	1267	763
SAT. 10.30A 30 ABC CA		96	99	B	7.1	29	529	2009	309	38	324	161	269	217	16	16	141	85	125	85	16	16	277	175	1267	763
SCOOBY'S ALL STARS III	2	187	194	A	7.3	30	544	2086	353	252	476	326	374	253	20v	29v	252	140^	207^	132^	22v	45v	265	161^	1093	665
SAT. 11.00A 30 ABC CA		96	99	B	7.3	30	544	2086	353	252	476	326	374	253	20	29	252	140	207	132	22	45	265	161	1093	665
SPACE ACADEMY	2	179	181	A	7.5	33	559	1540	285	109^	351	217^	242	171^	34v	65^	129^	115^	115^	85^	14v	14v	252	107^	808	549
SAT. 12.00N 30 CBS CL		98	97	B	7.5	33	559	1540	285	109	351	217	242	171	34	65	129	115	115	85	14	14	252	107	808	549
TARZAN AND SUPER SEVEN 1	2	193	193	A	9.3	38	693	1466	285	48^	335	176^	217	176^	15v	52^	271	176^	225	136^	16v	46v	201	75^	659	404
SAT. 10.30A 30 CBS CA		99	99	B	9.3	38	693	1466	285	48	335	176	217	176	15	52	271	176	225	136	16	46	201	75	659	404
TARZAN AND SUPER SEVEN 2	2	193	193	A	9.5	40	708	1544	356	95^	425	257	305	216	30v	62^	237	144^	183	133^	17v	45^	222	65^	660	433
SAT. 11.00A 30 CBS CA		99	99	B	9.5	40	708	1544	356	95	425	257	305	216	30	62	237	144	183	133	17	45	222	65	660	433
TARZAN AND SUPER SEVEN 3	2	191	193	A	8.7	37	648	1665	348	101^	439	274	339	238	18v	53^	205	135^	180^	107^	17v	25v	214	79^	807	496
SAT. 11.30A 30 CBS CA		99	99	B	8.7	37	648	1665	348	101	439	274	339	238	18	53	205	135	180	107	17	25	214	79	807	496
30 MINUTES	1	162		A	5.7	21	425	1744	490^	250^	530^	283^	363^	237^	52v	127v	305^	254^	254^	90v	11v	51v	294^	112v	615	362^
1 SAT. 1.30P 30 CBS DN		92		B	5.7	21	425	1744	490	250	530	283	363	237	52	127	305	254	254	90	11	51	294	112	615	362
WHAT'S NEW, MISTER MAGOO	2	64	57	A	1.2	9	89	1427	225v	LT	225v	157v	225v	169v	LT	LT	304v	112v	281v	169v	LT	LT	67v	LT	831^	518^
SUN. 9.00A 30 CBS CA		57	54	B	1.2	9	89	1427	225	LT	225	157	225	169	LT	LT	304	112	281	169	23	23	67	LT	831	518
WORLD SERIES OF GOLF-SAT.(S)			158	A	3.4	11	253	1806	505^	LT	510^	55v	308^	289^	52v	202v	1017	269^	672^	542^	173v	345^	70v	LT	209v	111v
2 SAT. 3.30P 90 CBS SE			95																							
3.30 - 4.00				A	3.5	11	261	1808	597^	LT	597^	22v	357^	357^	52v	240^	893^	226v	517^	340^	239v	376^	103v	LT	215v	112v
4.00 - 4.30				A	3.0	10	224	1991	476^	LT	476^	62v	289^	263v	50v	187v	1182	316^	848^	737^	147v	334^	118v	LT	215v	107v
4.30 - 5.00				A	3.7	12	276	1649	446^	LT	446^	80v	279^	250^	46v	167v	1004	267^	677^	577^	137v	327^	LT	LT	199v	108v
WORLD SERIES OF GOLF-SUN1(S)			118	A	3.3	8	246	1305	476^	117v	476^	98v	215v	215v	171v	261^	805^	260^	321^	313^	196v	399^	24v	24v	LT	LT
2 SUN. 4.00P 54 CBS SE			62																							
4.00 - 4.30				A	3.6	9	268	1325	449^	60v	449^	102v	225v	225v	157v	224v	836^	325^	381^	373^	187v	351^	40v	40v	LT	LT
4.30 - 5.00				A	3.0	8	224	1268	513^	201v	513^	89v	201v	201v	191v	312^	755^	161v	237v	227v	206v	465^	LT	LT	LT	LT
WORLD SERIES OF GOLF-SUN2(S)			183	A	5.6	13	417	1537	592	157^	616	41v	239^	252^	146v	364^	878	207^	357^	327^	128v	474^	27v	LT	16v	LT
2 SUN. 4.54P 76 CBS SE			98																							
5.00 - 5.30				A	5.6	14	417	1506	618	189^	647	29v	290^	290^	144v	357^	859	189^	353^	294^	104v	471^	LT	LT	LT	LT
5.30 - 6.00				A	5.5	13	410	1493	578^	137v	614	44v	232^	232^	154^	382^	866	176^	339^	322^	136v	490^	LT	LT	13v	13v

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
YOGI'S SPACE RACE I					2	194	196	A	2.0	18	149	2181	168v	100v	188v	127v	127v	127v	41v	41v	221^	114v	159v	194v	LT	LT	74v	LT	1698	1208
SAT.	8.00A	30	NBC	CA		98	98	B	2.0	18	149	2181	168	100	188	127	127	127	41	41	221	114	159	194	LT	27	74	LT	1698	1208
YOGI'S SPACE RACE II					2	194	196	A	3.4	21	253	1846	158^	44v	185^	98v	122v	131^	28v	28v	177^	100v	150^	157^	LT	LT	83v	LT	1401	1000
SAT.	8.30A	30	NBC	CA		98	98	B	3.4	21	253	1846	158	44	185	98	122	131	28	28	177	100	150	157	LT	LT	83	LT	1401	1000
YOGI'S SPACE RACE III					2	194	196	A	4.2	20	313	2022	106^	LT	121^	16v	48v	73v	32v	32v	142^	16v	93v	126^	LT	LT	124^	LT	1635	1215
SAT.	9.00A	30	NBC	CA		98	98	B	4.2	20	313	2022	106	10	121	16	48	73	32	32	142	16	93	126	LT	LT	124	13	1635	1215

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. SEP. 18, 1978

WEEK 1

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			11,400 15.3		26,000 34.9							
Program	Congress Address (8:00-8:36PM)(SUS.)		ABC News Special Report (8:36-9:00PM)		NFL Monday Night Football "BALTIMORE VS. NEW ENGLAND" (9:00-11:55PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)			9,690 13.0		13,710 18.4	15.2*		19.9*		21.0*		20.4*
SHARE OF AUDIENCE %			23		31	24 *		31 *		33 *		35 *
AVG. AUD. BY ¼ HR. %			13.2	12.8	14.3	16.2	19.0	20.9	21.3	20.7	20.3	20.4
CBS TV TOTAL AUDIENCE (Households (000) & %)			18,480 24.8		18,480 24.8		22,420 30.1		20,710 27.8		11,400 15.3	
Program	CBS News Special Report (8:00-8:36PM)(SUS.)		WKRP in Cincinnati (8:36-9:06PM)(1)		People (9:06-9:36PM)(1) (OP)		M*A*S*H (9:36-10:06PM)(1)		One Day at a Time (10:06-10:36PM)(1)		CBS News Special Report (10:36-11:09PM)(1)	
AVERAGE AUDIENCE (Households (000) & %)			14,680 19.7		15,790 21.2		19,970 26.8		18,850 25.3		8,120 10.9	11.6*
SHARE OF AUDIENCE %			32		32		40		40		20	20 *
AVG. AUD. BY ¼ HR. %			16.6	20.1	21.9	20.8	25.4	27.3	24.9	25.7	14.0	10.2
NBC TV TOTAL AUDIENCE (Households (000) & %)			23,620 31.7				23,840 32.0					
Program	Carter-Congress Address (8:00-8:37PM)(SUS.)		Little House On The Prairie (8:37-9:37PM)(1) (OP)				NBC Monday Night Movies "AUDREY ROSE" (9:37-11:54PM)(1)					
AVERAGE AUDIENCE (Households (000) & %)			17,280 23.2	18.8*		26.0*	14,300 19.2	18.5*		17.1*		19.2*
SHARE OF AUDIENCE %			36	31 *		39 *	34	28 *		27 *		33 *
AVG. AUD. BY ¼ HR. %			17.4	19.6	24.8	27.2	18.9	18.3	17.4	16.8	18.1	20.2

WEEK 2

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	13,710 18.4		10,650 14.3		26,750 35.9							
Program	Welcome Back, Kotter		Operation Petticoat (OP)		NFL Monday Night Football "MINNESOTA VS. CHICAGO" (9:00-12:04AM)(1)							
AVERAGE AUDIENCE (Households (000) & %)	11,620 15.6		9,310 12.5		14,900 20.0	18.3*		21.1*		22.6*		21.1*
SHARE OF AUDIENCE %	26		19		33	27 *		31 *		34 *		33 *
AVG. AUD. BY ¼ HR. %	15.2	16.0	12.1	12.8	17.8	18.9	20.9	21.3	22.8	22.4	21.7	20.5
CBS TV TOTAL AUDIENCE (Households (000) & %)	13,560 18.2		14,230 19.1		22,420 30.1		19,740 26.5		17,580 23.6			
Program	WKRP in Cincinnati		People (OP)		M*A*S*H		One Day at a Time		Lou Grant			
AVERAGE AUDIENCE (Households (000) & %)	11,700 15.7		12,810 17.2		20,190 27.1		18,400 24.7		14,380 19.3	19.7*		19.0*
SHARE OF AUDIENCE %	25		26		39		37		31	31 *		31 *
AVG. AUD. BY ¼ HR. %	15.4	16.0	16.8	17.6	26.2	28.0	24.7	24.8	19.6	19.7	19.2	18.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	24,810 33.3				24,140 32.4							
Program	Little House On The Prairie (OP)				NBC Monday Night Movies "OVERBOARD" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	19,670 26.4	24.2*		28.6*	16,690 22.4	23.3*		22.1*		22.0*		22.1*
SHARE OF AUDIENCE %	41	39 *		43 *	34	34 *		33 *		34 *		36 *
AVG. AUD. BY ¼ HR. %	22.9	25.6	28.3	28.9	23.8	22.8	22.7	21.5	22.1	21.9	22.2	21.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	51.3	52.9	54.2	55.2	55.8	57.5	59.9	62.3	66.1	67.2	66.9	66.2	64.4	62.2	57.5	53.4
WK 2	51.9	53.1	54.8	57.5	60.9	63.0	65.6	67.3	68.5	69.6	68.2	67.0	65.1	63.7	61.9	60.6

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

 (1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. MON. SEP. 25, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. SEP. 19, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					23,910 32.1		24,140 32.4		23,770 31.9		20,340 27.3		16,760 22.5			
Program					Happy Days		Laverne and Shirley		Three's Company		Taxi		(OP) Starsky & Hutch			
AVERAGE AUDIENCE (Households (000) & %)					21,380 28.7		22,570 30.3		22,200 29.8		18,330 24.6		13,480 18.1	18.6*		17.5*
SHARE OF AUDIENCE %					48		48		45		38		30	30 *		30 *
AVG. AUD. BY ¼ HR. %					26.8	30.7	29.9	30.6	29.4	30.2	25.3	23.9	19.0	18.3	17.9	17.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,290 16.5				18,480 24.8							
Program					Paper Chase (OP)				CBS Tuesday Night Movies "THE SHOOTIST" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					8,790 11.8	11.3*		12.3*	12,960 17.4	15.3*		18.2*		18.5*		17.7*
SHARE OF AUDIENCE %					19	19 *		19 *	28	23 *		28 *		30 *		31 *
AVG. AUD. BY ¼ HR. %					11.3	11.3	12.3	12.2	14.7	15.9	17.9	18.5	18.7	18.2	18.1	17.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,010 18.8				20,260 27.2							
Program					Grandpa Goes to Washington (OP)				Big Event "AIRPORT '77" Pt. I (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					10,430 14.0	13.1*		14.8*	14,080 18.9	17.8*		19.4*		19.5*		19.0*
SHARE OF AUDIENCE %					23	22 *		23 *	30	27 *		30 *		32 *		33 *
AVG. AUD. BY ¼ HR. %					12.8	13.4	14.5	15.1	17.7	18.0	19.5	19.3	19.6	19.4	19.5	18.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					23,320 31.3		24,210 32.5		24,210 32.5		20,120 27.0		17,660 23.7			
Program					Happy Days		Laverne and Shirley		Three's Company		Taxi		(OP) Starsky & Hutch			
AVERAGE AUDIENCE (Households (000) & %)					20,930 28.1		22,200 29.8		22,350 30.0		18,400 24.7		14,830 19.9	19.8*		20.0*
SHARE OF AUDIENCE %					48		48		46		38		33	32 *		34 *
AVG. AUD. BY ¼ HR. %					26.5	29.7	29.2	30.4	29.9	30.0	25.3	24.0	19.9	19.7	20.3	19.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,880 14.6				18,330 24.6							
Program					Paper Chase (OP)				CBS Tuesday Night Movies "ONE IN A MILLION: THE RON LE FLORE STORY" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					8,200 11.0	10.4*		11.6*	12,670 17.0	13.9*		16.6*		19.0*		18.6*
SHARE OF AUDIENCE %					18	18 *		19 *	27	21 *		26 *		31 *		31 *
AVG. AUD. BY ¼ HR. %					10.5	10.2	11.2	11.9	13.7	14.0	16.2	17.0	19.0	19.1	19.1	18.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,080 18.9				18,770 25.2							
Program					Grandpa Goes to Washington (OP)				Big Event "BATTERED" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					10,580 14.2	13.7*		14.7*	13,040 17.5	16.4*		17.8*		18.1*		17.8*
SHARE OF AUDIENCE %					24	23 *		24 *	28	25 *		28 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					13.4	13.9	14.4	14.9	16.0	16.9	17.6	18.0	18.2	18.1	18.2	17.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	47.6	50.0	51.2	53.6	57.7	61.3	63.0	63.9	64.6	66.5	65.7	65.0	62.2	60.4	58.8	57.2
WK 2	49.5	51.1	53.2	55.9	58.1	59.5	60.5	62.9	64.5	65.4	64.8	64.4	62.5	61.4	60.6	58.4

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. SEP. 20, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					19,970				26,450				19,890			
TOTAL AUDIENCE (%)					26.8				35.5				26.7			
Program					Eight Is Enough				Charlie's Angels (OP)				Vega$			
AVERAGE AUDIENCE (Households (000))					15,420				21,680				16,840			
AVERAGE AUDIENCE (%)					20.7	19.0*		22.4*	29.1	28.4*		29.9*	22.6	23.1*		22.2*
SHARE OF AUDIENCE %					35	34 *		36 *	44	44 *		44 *	36	36 *		37 *
AVG. AUD. BY ¼ HR. %					18.4	19.6	21.6	23.1	27.8	29.0	29.9	29.8	23.5	22.7	22.8	21.5
CBS TV																
TOTAL AUDIENCE (Households (000))					14,750		13,630		14,750							
TOTAL AUDIENCE (%)					19.8		18.3		19.8							
Program					The Jeffersons		In the Beginning (OP)		CBS Wednesday Night Movie "ARE YOU IN THE HOUSE ALONE?" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					12,440		11,850		9,980							
AVERAGE AUDIENCE (%)					16.7		15.9		13.4	12.2*		12.6*		14.3*		14.7*
SHARE OF AUDIENCE %					29		26		21	19 *		19 *		22 *		24 *
AVG. AUD. BY ¼ HR. %					15.8	17.5	16.0	15.8	12.1	12.4	12.5	12.7	14.3	14.3	14.4	14.9
NBC TV																
TOTAL AUDIENCE (Households (000))					16,240				21,900							
TOTAL AUDIENCE (%)					21.8				29.4							
Program					Dick Clark's Live Wednesday (OP)				Wednesday Movie of the Week "AIRPORT '77" Pt. II (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					12,070				15,790							
AVERAGE AUDIENCE (%)					16.2	14.9*		17.4*	21.2	20.0*		21.0*		22.3*		21.6*
SHARE OF AUDIENCE %					27	26 *		28 *	33	31 *		31 *		35 *		36 *
AVG. AUD. BY ¼ HR. %					14.7	15.1	16.7	18.2	19.4	20.6	20.8	21.2	22.1	22.5	23.1	20.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					19,520				23,840				21,010			
TOTAL AUDIENCE (%)					26.2				32.0				28.2			
Program					Eight Is Enough				Charlie's Angels (OP)				Vega$			
AVERAGE AUDIENCE (Households (000))					15,120				19,820				18,100			
AVERAGE AUDIENCE (%)					20.3	18.6*		22.0*	26.6	26.2*		27.0*	24.3	25.0*		23.6*
SHARE OF AUDIENCE %					33	31 *		35 *	42	41 *		43 *	41	41 *		41 *
AVG. AUD. BY ¼ HR. %					18.0	19.2	21.4	22.6	25.6	26.9	27.0	26.9	25.0	24.9	24.4	22.9
CBS TV																
TOTAL AUDIENCE (Households (000))					13,930		12,960		17,580							
TOTAL AUDIENCE (%)					18.7		17.4		23.6							
Program					The Jeffersons		In the Beginning (OP)		CBS Wednesday Night Movie "THREE DAYS OF THE CONDOR" (9:00-11:24PM)(1)							
AVERAGE AUDIENCE (Households (000))					12,370		11,470		9,980							
AVERAGE AUDIENCE (%)					16.6		15.4		13.4	13.4*		13.0*		13.5*		13.4*
SHARE OF AUDIENCE %					28		25		23	21 *		21 *		22 *		23 *
AVG. AUD. BY ¼ HR. %					15.8	17.3	15.2	15.6	13.5	13.3	13.0	13.1	13.7	13.3	13.3	13.6
NBC TV																
TOTAL AUDIENCE (Households (000))					17,280				22,200							
TOTAL AUDIENCE (%)					23.2				29.8							
Program					Dick Clark's Live Wednesday (OP)				Wednesday Movie of the Week "ZUMA BEACH" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					12,590				13,110							
AVERAGE AUDIENCE (%)					16.9	16.4*		17.4*	17.6	17.4*		17.9*		17.8*		17.4*
SHARE OF AUDIENCE %					28	28 *		28 *	29	27 *		28 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					16.2	16.5	17.4	17.4	17.6	17.2	17.6	18.1	17.8	17.9	18.1	16.7

TV HOUSEHOLDS USING TV (See Def. I)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	45.8	47.7	49.2	52.1	55.6	57.9	60.0	63.2	64.0	66.0	67.3	67.7	64.8	63.4	62.1	58.9
WK 2	50.0	51.8	54.6	57.1	58.6	60.4	61.5	62.7	62.9	63.7	63.1	62.9	61.3	59.9	59.0	56.4

U. S. TV Households: 74,500,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. SEP. 21, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 (–11:00)
ABC TV TOTAL AUDIENCE (Households (000) & %)					20,120 27.0		18,550 24.9		18,550 24.9		17,510 23.5		17,880 24.0			
ABC TV program					Mork & Mindy		What's Happening		Barney Miller		Soap	(OP)	← Family	→	→	→
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					17,660 23.7 41 22.6	24.8	17,140 23.0 37 22.5	23.6	16,690 22.4 35 22.2	22.5	15,720 21.1 33 20.8	21.4	14,970 20.1 36 19.8	20.1* 35 * 20.4	20.4	20.2* 37 * 20.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					22,200 29.8								17,950 24.1			
CBS TV program					← The Waltons (OP)	→	→	→	→	→	→	→	← Barnaby Jones	→	→	→
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					16,020 21.5 35 19.6	20.3* 35 * 21.0	22.2	22.3* 36 * 22.4	22.3	22.0* 34 * 21.8	21.7	21.5* 34 * 21.2	14,900 20.0 36 19.4	19.6* 34 * 19.8	20.8	20.3* 37 * 19.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,990 16.1				15,870 21.3				11,700 15.7			
NBC TV program					← Project U.F.O.	→	→	→ (OP)	← Quincy, M.E.	→	→	→	← W.E.B.	→	→	→
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					8,200 11.0 18 9.7	9.7* 17 * 9.7	11.7	12.2* 20 * 12.7	12,520 16.8 26 15.4	15.7* 25 * 16.1	18.2	17.9* 28 * 17.6	8,200 11.0 20 12.8	11.9* 21 * 10.9	9.8	10.2* 19 * 10.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 (–11:00)
ABC TV TOTAL AUDIENCE (Households (000) & %)					21,230 28.5		19,890 26.7		20,190 27.1		18,920 25.4		18,770 25.2			
ABC TV program					Mork & Mindy		What's Happening		Barney Miller		Soap	(OP)	← Family	→	→	→
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					18,920 25.4 43 23.8	26.9	18,330 24.6 40 24.2	25.0	18,700 25.1 39 24.9	25.3	17,950 24.1 37 23.9	24.2	15,500 20.8 37 20.6	20.6* 36 * 20.7	21.2	21.0* 38 * 20.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,280 23.2				15,420 20.7				19,520 26.2			
CBS TV program					← The Waltons	→	→	→ (OP)	← Hawaii Five-0	→	→	→	← Barnaby Jones	→	→	→
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					14,080 18.9 31 17.5	18.2* 31 * 19.0	19.7	19.6* 32 * 19.4	12,370 16.6 26 15.9	16.0* 25 * 16.2	17.2	17.1* 26 * 16.9	15,790 21.2 38 20.5	21.2* 37 * 21.9	21.7	21.2* 38 * 20.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					12,140 16.3				17,060 22.9				10,950 14.7			
NBC TV program					← Project U.F.O.	→	→	→ (OP)	← Quincy, M.E.	→	→	→	← W.E.B.	→	→	→
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,010 12.1 20 10.9	11.0* 19 * 11.1	12.8	13.3* 22 * 13.7	13,780 18.5 29 17.3	17.6* 28 * 17.9	19.7	19.3* 30 * 19.0	8,050 10.8 19 12.2	11.5* 20 * 10.7	10.2	10.2* 18 * 10.2

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	46.3	47.5	49.3	52.3	56.6	59.7	61.2	63.4	64.0	64.1	64.5	63.7	58.4	57.0	55.1	53.8
WK 2	46.7	48.1	49.8	53.6	57.0	60.8	60.8	62.2	62.9	64.3	65.1	64.4	58.4	57.3	56.2	54.2

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. THU. SEP. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. SEP. 22, 1978

WEEK 1

Network	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,440 26.1				23,390 31.4							
	Program					Donny and Marie (OP)				ABC Friday Night Movie "THE BAD NEWS BEARS" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)					13,780 18.5	17.1*		19.8*	17,730 23.8	22.0*		23.1*		25.0*		25.2*
	SHARE OF AUDIENCE %					35	33 *		37 *	42	39 *		40 *		44 *		45 *
	AVG. AUD. BY ¼ HR. %					16.6	17.7	15.8	19.9	21.7	22.3	22.8	23.5	25.0	25.1	25.7	24.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)					15,270 20.5				17,060 22.9							
	Program					Wonder Woman (OP)				Incredible Hulk							
	AVERAGE AUDIENCE (Households (000) & %)					11,470 15.4	14.5*		16.4*	11,920 16.0	15.0*		15.9*		16.7*		16.4*
	SHARE OF AUDIENCE %					29	28 *		30 *	28	27 *		27 *		29 *		29 *
	AVG. AUD. BY ¼ HR. %					13.8	15.1	16.6	16.2	14.5	15.6	15.8	16.0	16.8	16.5	16.4	16.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,430 14.0		8,640 11.6		13,260 17.8				10,280 13.8			
	Program					Waverly Wonders		Who's Watching the Kids? (OP)		Rockford Files				Eddie Capra Mysteries			
	AVERAGE AUDIENCE (Households (000) & %)					8,270 11.1		7,380 9.9		10,880 14.6	14.2*		15.0*	8,870 11.9	11.8*		11.9*
	SHARE OF AUDIENCE %					22		18		26	25 *		26 *	21	21 *		21 *
	AVG. AUD. BY ¼ HR. %					10.9	11.4	9.5	10.3	13.6	14.9	15.1	14.9	11.9	11.7	11.8	11.9

WEEK 2

Network	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,990 22.8				22,800 30.6							
	Program					Donny and Marie (OP)				G.E. All-Star Anniversary (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)					12,290 16.5	16.3*		16.7*	15,200 20.4	19.2*		20.1*		21.4*		21.0*
	SHARE OF AUDIENCE %					31	31 *		31 *	36	33 *		34 *		38 *		39 *
	AVG. AUD. BY ¼ HR. %					15.7	17.0	16.7	16.7	18.6	19.8	20.1	20.0	21.5	21.3	21.5	20.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,900 20.0				16,840 22.6				14,530 19.5			
	Program					Wonder Woman (OP)				Incredible Hulk				Flying High			
	AVERAGE AUDIENCE (Households (000) & %)					11,250 15.1	14.0*		16.1*	13,930 18.7	18.3*		19.0*	11,620 15.6	15.1*		16.2*
	SHARE OF AUDIENCE %					28	27 *		30 *	32	32 *		32 *	28	27 *		30 *
	AVG. AUD. BY ¼ HR. %					13.5	14.5	15.7	16.5	17.8	18.8	19.0	19.1	14.6	15.6	16.0	16.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,210 13.7		9,540 12.8		13,410 18.0				12,890 17.3			
	Program					Waverly Wonders		Who's Watching the Kids? (OP)		Rockford Files				Eddie Capra Mysteries			
	AVERAGE AUDIENCE (Households (000) & %)					8,790 11.8		8,270 11.1		11,100 14.9	14.7*		15.1*	9,910 13.3	13.5*		13.2*
	SHARE OF AUDIENCE %					23		20		26	26 *		26 *	24	24 *		24 *
	AVG. AUD. BY ¼ HR. %					12.1	11.5	10.5	11.7	14.5	14.8	15.2	15.1	13.6	13.3	13.0	13.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	45.3	47.1	48.3	48.8	50.2	52.2	53.4	54.7	55.0	56.6	57.8	58.2	57.4	56.9	57.1	56.1
WK 2	42.9	45.2	46.8	48.0	51.1	52.7	53.7	54.8	56.6	58.4	58.9	59.2	55.7	55.6	54.8	53.5

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. FRI. SEP. 29, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. SEP. 23, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)					11,250 15.1		10,280 13.8		21,380 28.7				20,410 27.4			
ABC TV program	(1)				Carter Country		Apple Pie		← Love Boat		→ (OP)		← Fantasy Island →			
AVERAGE AUDIENCE (Households (000) & %)					9,690 13.0		9,540 12.8		18,100 24.3	23.5*		25.2*	16,090 21.6	21.9*		21.2*
SHARE OF AUDIENCE %					26		24		43	43 *		44 *	40	40 *		40 *
AVG. AUD. BY ¼ HR. %	14.1				12.3	13.7	12.8	12.9	22.6	24.4	25.3	25.1	22.1	21.8	21.6	20.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,320 15.2		12,670 17.0		10,880 14.6				11,400 15.3			
CBS TV program					Rhoda		Good Times (OP)		← American Girls →				← Dallas →			
AVERAGE AUDIENCE (Households (000) & %)					9,980 13.4		11,470 15.4		7,970 10.7	10.6*		10.8*	9,310 12.5	12.6*		12.4*
SHARE OF AUDIENCE %					27		29		19	19 *		19 *	23	23 *		23 *
AVG. AUD. BY ¼ HR. %					13.5	13.4	15.1	15.6	10.7	10.5	10.5	11.0	12.7	12.5	12.4	12.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					18,180 24.4				18,630 25.0							
NBC TV program					← Chips → (OP)				NBC Saturday Night at the Movies "BURNT OFFERINGS" (9:00-11:19PM)(2)							
AVERAGE AUDIENCE (Households (000) & %)					14,380 19.3	18.5*		20.0*	11,920 16.0	15.6*		16.1*		16.0*		15.8*
SHARE OF AUDIENCE %					37	37 *		37 *	30	28 *		28 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					17.8	19.2	20.1	19.9	15.7	15.6	16.1	16.1	16.1	15.8	15.7	15.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,500 14.1		8,270 11.1		19,070 25.6				19,220 25.8			
ABC TV program					Carter Country		Apple Pie		← Love Boat		→ (OP)		← Fantasy Island →			
AVERAGE AUDIENCE (Households (000) & %)					8,870 11.9		7,450 10.0		15,870 21.3	20.3*		22.3*	15,650 21.0	20.8*		21.2*
SHARE OF AUDIENCE %					25		20		41	39 *		43 *	42	41 *		42 *
AVG. AUD. BY ¼ HR. %					11.7	12.0	9.6	10.5	19.4	21.1	22.2	22.4	20.7	20.9	21.4	20.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,950 14.7		11,700 15.7		11,250 15.1				12,220 16.4			
CBS TV program					Rhoda		Good Times (OP)		← American Girls →				← Dallas →			
AVERAGE AUDIENCE (Households (000) & %)					9,760 13.1		10,500 14.1		8,790 11.8	11.6*		11.9*	9,540 12.8	12.6*		12.9*
SHARE OF AUDIENCE %					27		28		23	22 *		23 *	25	25 *		26 *
AVG. AUD. BY ¼ HR. %					12.9	13.3	13.9	14.3	11.3	11.9	11.9	11.9	12.9	12.3	12.8	13.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					19,300 25.9				18,100 24.3							
NBC TV program					← Chips → (OP)				NBC Saturday Night at the Movies "THE MISSOURI BREAKS" (9:00-11:30PM)(2)							
AVERAGE AUDIENCE (Households (000) & %)					15,120 20.3	17.9*		22.6*	10,130 13.6	16.1*		14.3*		13.7*		12.2*
SHARE OF AUDIENCE %					41	37 *		44 *	27	31 *		27 *		27 *		24 *
AVG. AUD. BY ¼ HR. %					16.6	19.2	22.5	22.8	17.0	15.2	14.5	14.2	13.9	13.6	12.3	12.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	39.6	41.0	43.3	46.6	48.9	51.3	53.2	54.1	54.5	55.9	56.6	56.7	55.5	54.7	53.5	53.1
WK 2	42.0	43.9	45.6	47.0	47.4	49.1	50.2	51.8	51.6	52.2	52.2	52.4	51.2	51.0	50.5	49.6

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NCAA FOOTBALL GAME-2", ABC, (4:03-7:08PM).
(2) FOR REMAINING RATINGS, SEE OP PAGES.

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	12,590 16.9				21,680 29.1				23,990 32.2							
ABC TV program	Lassie-The New Beginning Part 2 (7:00-8:00PM)				Battlestar: Galactica (OP)				NFL Football Special "NEW ENGLAND VS. OAKLAND" (9:00-11:57PM)							
AVERAGE AUDIENCE (Households (000) & %)	8,420 11.3	9.9*		12.7*	16,840 22.6	21.6*		23.6*	12,140 16.3	15.8*		17.0*		17.2*		16.0*
SHARE OF AUDIENCE %	23	21 *		24 *	36	36 *		37 *	28	25 *		26 *		26 *		26 *
AVG. AUD. BY ¼ HR. %	9.2	10.5	11.7	13.7	20.8	22.4	23.2	24.1	15.4	16.2	15.8	17.2	16.7	17.7	16.3	15.8
CBS TV TOTAL AUDIENCE (Households (000) & %)		20,930 28.1				24,140 32.4				19,970 26.8		19,370 26.0		18,250 24.5		
CBS TV program	(1)	60 Minutes (7:18-8:18PM)(2)				Mary (8:18-9:18PM)(2) (OP)				All In The Family (9:18-9:48PM)(2)		Alice (9:48-10:18PM)(2)		Kaz (10:18-11:18PM)		
AVERAGE AUDIENCE (Households (000) & %)		14,750 19.8		20.3*		14,750 19.8		18.6*		18,180 24.4		17,810 23.9		13,480 18.1		17.8*
SHARE OF AUDIENCE %		35		37 *		31		29 *		36		35		31		30 *
AVG. AUD. BY ¼ HR. %	14.3	18.9	20.0	20.6	19.6	17.6	18.2	19.1	23.6	23.1	25.4	23.5	24.5	18.8	17.9	17.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	24,550 33.0								24,730 33.2							
NBC TV program	Wonderful World of Disney "THE SHAGGY D.A." (OP)								Big Event "THE OTHER SIDE OF THE MOUNTAIN" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	14,380 19.3	15.7*		18.8*		20.8*		21.8*	17,730 23.8	22.9*		23.3*		24.3*		24.7*
SHARE OF AUDIENCE %	33	31 *		34 *		34 *		34 *	37	34 *		34 *		37 *		42 *
AVG. AUD. BY ¼ HR. %	14.2	17.3	18.4	19.2	20.0	21.6	22.3	21.3	22.2	23.7	23.2	23.4	23.6	25.0	25.7	23.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	14,830 19.9				24,880 33.4				22,800 30.6							
ABC TV program	Hardy Boys Mysteries				Battlestar: Galactica (OP)				ABC Sunday Night Movie "THE USERS" (9:00-11:27PM)							
AVERAGE AUDIENCE (Households (000) & %)	10,650 14.3	12.1*		16.6*	20,040 26.9	25.1*		28.6*	15,500 20.8	21.1*		20.8*		20.8*		20.8*
SHARE OF AUDIENCE %	26	23 *		30 *	43	41 *		45 *	34	32 *		31 *		33 *		35 *
AVG. AUD. BY ¼ HR. %	11.0	13.1	15.7	17.6	23.6	26.7	28.3	28.9	21.6	20.5	21.2	20.4	20.9	20.8	20.7	21.0
CBS TV TOTAL AUDIENCE (Households (000) & %)	18,920 25.4				14,830 19.9				16,460 22.1		15,650 21.0		13,410 18.0			
CBS TV program	60 Minutes				Mary (OP)				All In The Family		Alice		Kaz			
AVERAGE AUDIENCE (Households (000) & %)	13,930 18.7	16.1*		21.3*	9,610 12.9	12.9*		12.8*	14,530 19.5		14,680 19.7		10,580 14.2	14.8*		13.6*
SHARE OF AUDIENCE %	34	31 *		38 *	21	21 *		20 *	30		30		23	24 *		23 *
AVG. AUD. BY ¼ HR. %	14.5	17.6	21.3	21.2	13.5	12.3	12.7	12.9	18.6	20.4	19.5	19.9	15.4	14.3	13.9	13.3
NBC TV TOTAL AUDIENCE (Households (000) & %)		20,790 27.9				28,680 38.5										
NBC TV program	(3)	Wonderful World of Disney "IN SEARCH OF THE CASTAWAYS" Pt. I (7:24-8:24PM)(2)				(OP)- Centennial (8:24-11:24PM)										
AVERAGE AUDIENCE (Households (000) & %)		12,740 17.1		14.6*		17,430 23.4		21.1*		24.0*		24.0*		25.0*		24.6*
SHARE OF AUDIENCE %		30		26 *		38		33 *		37 *		36 *		39 *		41 *
AVG. AUD. BY ¼ HR. %	21.8	14.5	14.1	15.1	20.6	20.9	20.5	21.6	24.0	24.0	23.8	24.2	25.3	24.8	24.8	24.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	49.8	52.0	53.9	56.5	60.2	62.3	64.2	65.4	66.3	67.4	68.7	67.7	66.1	64.0	61.1	57.3
WK 2	52.2	53.2	54.7	56.9	59.4	61.6	63.0	64.4	65.4	66.0	66.2	66.0	63.5	61.9	60.6	59.0

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "CBS NFL FOOTBALL GAME 2", CBS, (4:00-7:18PM), FOR REMAINING RATINGS, SEE OP PAGES ¤.
(2) FOR REMAINING RATINGS, SEE OP PAGES.
(3) "NFL FOOTBALL GAME 2-NBC", NBC, (4:00-7:24PM), FOR REMAINING RATINGS, SEE OP PAGES ¤.

SUN. 11:00 P.M.—12:45 A.M. / MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV	NFL Football Special "NEW ENGLAND VS. OAKLAND" (9:00-11:57PM) (1)				ABC Weekend Report-Sunday											
TOTAL AUDIENCE (Households (000) & %)					3,430 4.6											
AVERAGE AUDIENCE (Households (000) & %)		15.7*		16.0*	3,280 4.4											
SHARE OF AUDIENCE %		30 *		38 *	18											
AVG. AUD. BY ¼ HR. %	15.9	15.5	16.0	16.0	4.4	3.9										
CBS TV	Kaz (2)	CBS Sunday News-Bradley						Late Movie I (3) (OP)								
TOTAL AUDIENCE (Households (000) & %)		4,540 6.1						5,890 7.9								
AVERAGE AUDIENCE (Households (000) & %)		4,320 5.8						4,020 5.4	5.8*		5.0*					
SHARE OF AUDIENCE %		14						20	18 *		20 *					
AVG. AUD. BY ¼ HR. %	18.8	5.8	5.8					6.2	5.4	5.2	5.0	4.8	4.7			
NBC TV			NBC Late Night Movie					Tonight Show (3)						Tomorrow Show (3)(OP)		
TOTAL AUDIENCE (Households (000) & %)			4,100 5.5					9,090 12.2						2,010 2.7		
AVERAGE AUDIENCE (Households (000) & %)			2,380 3.2	3.6*		3.6*		5,220 7.0	9.2*		7.4*		5.0*	1,420 1.9	2.3*	
SHARE OF AUDIENCE %			16	11 *		16 *		30	31 *		31 *		28 *	18	19 *	
AVG. AUD. BY ¼ HR. %			3.5	3.7	3.7	3.5	3.2	10.0	8.5	8.0	6.8	5.8	4.3	2.6	2.0	2.9

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV	ABC Sunday Night Movie (2)		ABC Weekend Report-Sunday													
TOTAL AUDIENCE (Households (000) & %)		3,650 4.9														
AVERAGE AUDIENCE (Households (000) & %)		3,500 4.7														
SHARE OF AUDIENCE %		13														
AVG. AUD. BY ¼ HR. %	21.4	5.6	4.5													
CBS TV	CBS Sunday News-Bradley							Late Movie I (3) (OP)								
TOTAL AUDIENCE (Households (000) & %)	4,840 6.5							6,850 9.2								
AVERAGE AUDIENCE (Households (000) & %)	4,690 6.3							4,770 6.4	7.5*		6.0*		5.4*			
SHARE OF AUDIENCE %	12							24	23 *		24 *		32 *			
AVG. AUD. BY ¼ HR. %	6.3							7.7	7.1	6.1	5.8	5.7	5.3	4.6		
NBC TV	Centennial				NBC Late Night Movie			Tonight Show (3)						Tomorrow Show (3)(OP)		
TOTAL AUDIENCE (Households (000) & %)				4,250 5.7				10,430 14.0						2,310 3.1		
AVERAGE AUDIENCE (Households (000) & %)		21.8*		2,010 2.7		3.5*		6,410 8.6	9.7*		8.0*		9.1*	1,640 2.2	2.4*	
SHARE OF AUDIENCE %		40 *		16		16 *		33	31 *		32 *		41 *	19	20 *	
AVG. AUD. BY ¼ HR. %	23.6	18.8		3.8	3.5	3.4	3.1	10.2	9.1	8.5	7.5	6.6	8.0	2.7	2.1	1.7

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK 1	49.1	42.7	35.7	30.7	24.2	20.4	16.8	34.0	30.1	26.2	22.8	19.4	16.3	14.1	12.4	10.9
WK 2	54.9	46.0	34.1	28.5	23.4	19.9	16.9	33.4	29.8	26.4	23.5	20.1	17.4	15.0	13.2	11.0

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) SPORTS FILL, ABC, SUN., (11:57-12:01AM)(SUS.). (2) FOR REMAINING RATINGS, SEE OP PAGES. (3) FOR INDIVIDUAL DAYS, TIME AND DURATION, SEE PAE (ALPHA).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 – 11:00
ABC TV TOTAL AUDIENCE (Households (000))			2,910				3,730									
TOTAL AUDIENCE (%)			3.9				5.0									
Program	← Good Morning, America →															
		(Co-op)	(Participating)			(Co-op)	(Participating)									
AVERAGE AUDIENCE (Households (000))			2,310				2,980									
AVERAGE AUDIENCE (%)			3.1				4.0									
SHARE OF AUDIENCE %			22				26									
AVG. AUD. BY ¼ HR. %			3.0	3.2			4.0	4.0								
CBS TV TOTAL AUDIENCE (Households (000))		2,310			2,980								3,500		4,250	
TOTAL AUDIENCE (%)		3.1			4.0								4.7		5.7	
Program	← CBS Morning News →				← Captain Kangaroo →								All In The Family		Price is Right 1	
	(Co-op)		(Participating)													
AVERAGE AUDIENCE (Households (000))		1,420			1,790								2,830		3,580	
AVERAGE AUDIENCE (%)		1.9		1.8*	2.4	2.0*		2.8*					3.8		4.8	
SHARE OF AUDIENCE %		15		13 *	15	13 *		18 *					24		27	
AVG. AUD. BY ¼ HR. %		1.9	1.7	1.9	1.9	2.2	2.8	2.9					3.4	4.1	4.5	5.1
NBC TV TOTAL AUDIENCE (Households (000))			4,250				4,100						3,200		4,170	
TOTAL AUDIENCE (%)			5.7				5.5						4.3		5.6	
Program	← Today Show →												Card Sharks		Hollywood Squares (1)	
		(Co-op)	(Participating)			(Co-op)	(Participating)									
AVERAGE AUDIENCE (Households (000))			3,430				3,200						2,760		3,580	
AVERAGE AUDIENCE (%)			4.6				4.3						3.7		4.8	
SHARE OF AUDIENCE %			31				29						23		27	
AVG. AUD. BY ¼ HR. %			4.7	4.6			4.3	4.4					3.5	3.8	4.7	4.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 – 11:00
ABC TV TOTAL AUDIENCE (Households (000))			3,050				3,500									
TOTAL AUDIENCE (%)			4.1				4.7									
Program	← Good Morning, America →															
		(Co-op)	(Participating)			(Co-op)	(Participating)									
AVERAGE AUDIENCE (Households (000))			2,460				2,910									
AVERAGE AUDIENCE (%)			3.3				3.9									
SHARE OF AUDIENCE %			24				25									
AVG. AUD. BY ¼ HR. %			3.2	3.4			3.9	3.9								
CBS TV TOTAL AUDIENCE (Households (000))		2,460			3,130								3,430		3,950	
TOTAL AUDIENCE (%)		3.3			4.2								4.6		5.3	
Program	← CBS Morning News →				← Captain Kangaroo →								All In The Family		Price is Right 1	
	(Co-op)		(Participating)													
AVERAGE AUDIENCE (Households (000))		1,420			1,860								2,830		3,350	
AVERAGE AUDIENCE (%)		1.9		1.9*	2.5	2.2*		2.8*					3.8		4.5	
SHARE OF AUDIENCE %		15		14 *	16	14 *		18 *					24		28	
AVG. AUD. BY ¼ HR. %		2.0	1.9	2.0	2.0	2.3	2.6	2.9					3.4	4.1	4.3	4.7
NBC TV TOTAL AUDIENCE (Households (000))			4,020				3,800						2,830		3,430	
TOTAL AUDIENCE (%)			5.4				5.1						3.8		4.6	
Program	← Today Show →												Card Sharks		Hollywood Squares (1)	
		(Co-op)	(Participating)			(Co-op)	(Participating)									
AVERAGE AUDIENCE (Households (000))			3,350				2,980						2,380		2,910	
AVERAGE AUDIENCE (%)			4.5				4.0						3.2		3.9	
SHARE OF AUDIENCE %			31				27						21		24	
AVG. AUD. BY ¼ HR. %			4.4	4.4			4.1	4.0					3.2	3.2	3.8	4.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	6.6	8.9	10.6	12.0	13.1	14.1	14.4	14.8	15.5	16.2	16.5	16.3	15.9	16.9	17.4	17.9
WK 2	6.9	8.9	10.3	11.4	13.1	14.5	14.6	14.6	15.0	16.1	16.3	16.3	15.8	16.1	16.1	16.7

U.S. TV Households: 74,500,000 ' * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 18-22, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,540 6.1		6,560 8.8		4,840 6.5		5,890 7.9		8,340 11.2				7,380 9.9			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000) & %)	3,870 5.2		5,660 7.6		4,170 5.6		5,070 6.8		6,410 8.6	8.9*		8.5*	5,660 7.6	7.2*		8.0*
SHARE OF AUDIENCE %	28		37		26		30		35	37 *		33 *	29	28 *		30 *
AVG. AUD. BY ¼ HR. %	4.8	5.6	7.3	8.0	5.3	5.8	6.8	6.8	8.6	9.0	8.8	8.2	7.1	7.3	7.8	8.0
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,620 6.2		4,400 5.9		5,740 7.7		5,590 7.5				7,750 10.4				7,150 9.6	
Program	Price is Right 2		Love Of Life	(OP)	Young & the Restless		Search for Tomorrow				← As The World Turns			→	Guiding Light	
AVERAGE AUDIENCE (Households (000) & %)	4,100 5.5		3,950 5.3		5,220 7.0		4,990 6.7				5,890 7.9	7.5*		8.2*	5,440 7.3	7.3*
SHARE OF AUDIENCE %	30		26		32		29				31	29 *		31 *	27	28 *
AVG. AUD. BY ¼ HR. %	5.4	5.8	5.3	5.4	6.8	7.1	6.7	6.7			7.3	7.7	8.3	8.1	7.2	7.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,170 5.6		4,540 6.1		3,650 4.9				2,090 2.8		6,110 8.2				4,990 6.7	
Program	New High Rollers		Wheel of Fortune (2)		← America Alive (2)			→	For Richer, For Poorer		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000) & %)	3,650 4.9		4,020 5.4		2,090 2.8	3.2*		2.3*	1,790 2.4		4,400 5.9	5.5*		6.3*	4,540 6.1	
SHARE OF AUDIENCE %	26		26		13	15 *		10 *	10		23	21 *		24 *	23	
AVG. AUD. BY ¼ HR. %	4.7	5.0	5.5	5.2	3.2	3.1	2.3	2.4	2.3	2.4	5.3	5.7	6.1	6.5	6.0	6.1

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,950 5.3		5,440 7.3		4,320 5.8		6,110 8.2		8,200 11.0				7,000 9.4			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000) & %)	3,430 4.6		4,690 6.3		3,730 5.0		5,070 6.8		6,180 8.3	8.7*		7.9*	5,440 7.3	6.9*		7.8*
SHARE OF AUDIENCE %	27		32		24		31		34	37 *		31 *	29	27 *		31 *
AVG. AUD. BY ¼ HR. %	4.3	5.0	6.1	6.5	4.8	5.2	6.6	7.1	8.5	8.9	8.1	7.7	6.8	7.1	7.6	7.9
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,400 5.9		4,170 5.6		6,110 8.2		5,740 7.7				7,820 10.5				7,450 10.0	
Program	Price is Right 2		Love Of Life	(OP)	Young & the Restless		Search for Tomorrow				← As The World Turns			→	Guiding Light	
AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0		3,730 5.0		5,440 7.3		5,140 6.9				5,960 8.0	7.7*		8.3*	5,590 7.5	7.6*
SHARE OF AUDIENCE %	29		27		35		32				32	31 *		33 *	29	30 *
AVG. AUD. BY ¼ HR. %	4.8	5.2	4.9	5.2	7.1	7.5	7.0	6.8			7.3	8.0	8.2	8.3	7.7	7.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,650 4.9		4,100 5.5		3,650 4.9				2,010 2.7		5,960 8.0				4,620 6.2	
Program	New High Rollers		Wheel of Fortune (2)		← America Alive (2)			→	For Richer, For Poorer MTUWF (3)		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000) & %)	3,200 4.3		3,500 4.7		1,940 2.6	2.9*		2.3*	1,560 2.1		4,620 6.2	5.9*		6.5*	4,100 5.5	
SHARE OF AUDIENCE %	25		25		12	14 *		11 *	9		25	24 *		25 *	22	
AVG. AUD. BY ¼ HR. %	4.2	4.5	4.7	4.7	2.9	2.9	2.2	2.5	2.0	2.2	5.7	6.2	6.6	6.4	5.4	5.6

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	18.5	19.6	20.4	21.3	21.5	22.5	23.0	23.6	23.5	24.4	25.3	25.4	25.4	26.2	26.2	27.0
WK 2	17.1	18.0	18.8	19.6	20.6	21.7	22.0	22.9	23.3	24.3	24.6	25.0	25.1	25.6	25.1	26.0

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.). (3) "FOR RICHER, FOR POORER (B)", NBC, THU., (1:00-1:30PM), FOR RATINGS, SEE OP PAGES.
(2) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. SEP. 25-29, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 18-22, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	8,120 10.9				5,290 7.1										7,380 9.9	
ABC TV program	← General Hospital →				Edge of Night										ABC World News Tonight	
ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	6,180 8.3 29 7.8	7.9* 28 * 8.1	8.6	8.7* 29 * 8.9	4,770 6.4 21 6.5	6.3									6,260 8.4 19 8.2	8.7
CBS TV TOTAL AUDIENCE (Households (000) & %)			5,810 7.8		4,470 6.0										10,210 13.7	
CBS TV program	Guiding Light →		M*A*S*H		Match Game '78										CBS Evening News with Walter Cronkite	
CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	7.3	7.3* 26 * 7.4	4,840 6.5 22 6.1	6.8	3,730 5.0 16 4.8	5.3									8,790 11.8 26 11.6	11.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,380 9.9														9,760 13.1	
NBC TV program	← Another World (1) →														NBC Nightly News	
NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	5,810 7.8 27 7.0	7.3* 26 * 7.6	8.3	8.2* 27 * 8.1											8,340 11.2 24 11.0	11.3

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	7,900 10.6				4,990 6.7										8,270 11.1	
ABC TV program	← General Hospital →				Edge of Night MTUWF (2)		← Special (OP) →								ABC World News Tonight	
ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	6,030 8.1 29 7.8	7.8* 29 * 7.9	8.1	8.3* 29 * 8.5	4,400 5.9 20 6.0	5.7									7,080 9.5 21 9.3	9.6
CBS TV TOTAL AUDIENCE (Households (000) & %)			6,180 8.3		4,400 5.9										11,100 14.9	
CBS TV program	Guiding Light →		M*A*S*H		Match Game '78 MTUWF (3)										CBS Evening News with Walter Cronkite	
CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	7.5	7.5* 28 * 7.5	5,070 6.8 24 6.4	7.3	3,800 5.1 17 4.8	5.4									9,690 13.0 28 12.9	13.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,000 9.4														9,830 13.2	
NBC TV program	← Another World (1) →				(4)										NBC Nightly News	
NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	5,220 7.0 25 6.3	6.6* 24 * 6.8	7.5	7.4* 26 * 7.2											8,420 11.3 24 11.2	11.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	27.9	29.5	29.8	31.0	30.8	32.0	32.2	33.1	34.3	35.7	37.1	39.5	42.0	43.6	44.7	45.9
WK 2	26.9	28.3	28.6	29.9	29.3	30.3	31.1	32.3	33.2	34.9	36.5	39.1	42.5	44.4	45.8	46.9

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).
(2) "CARTER PRESS CONFERENCE", ABC, THU., (4:00-4:33PM)(SUS.).
(3) "CARTER PRESS CONFERENCE", CBS, THU., (4:00-4:32PM)(SUS.).
(4) "CARTER PRESS CONFERENCE", NBC, THU., (4:00-4:31PM)(SUS.).

DAY MON.-FRI. SEP. 25-29, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEP. 23, 1978 — WEEK 1

Network	Time	Program	Total Audience (Households (000))	Total Audience %	Average Audience (Households (000))	Average Audience %	Share of Audience %	Avg. Aud. by ¼ Hr. % (1st)	Avg. Aud. by ¼ Hr. % (2nd)
ABC TV	8:00	Scooby Doo, Where Are You? (OP)	3,430	4.6	2,980	4.0	35	3.7	4.3
ABC TV	8:30	Fangface (OP)	4,320	5.8	3,500	4.7	29	4.4	5.0
ABC TV	9:00	Challenge of the Superfriends I	5,590	7.5	4,540	6.1	31	5.7	6.5
ABC TV	9:30	Challenge of the Superfriends II (OP)	6,030	8.1	5,220	7.0	29	6.9	7.1
ABC TV	10:00	Scooby's All-Stars I	5,220	7.0	4,320	5.8	23	6.0	5.7
ABC TV	10:30	Scooby's All-Stars II	6,630	8.9	5,440	7.3	29	7.5	7.2
CBS TV	8:00	All New Popeye Hour I (OP)	3,280	4.4	2,610	3.5	29	2.9	4.1
CBS TV	8:30	All New Popeye Hour II (OP)	5,440	7.3	4,620	6.2	36	6.0	6.4
CBS TV	9:00	Bugs Bunny/ Road Runner 1 (OP)	6,630	8.9	5,510	7.4	36	6.9	7.9
CBS TV	9:30	Bugs Bunny/ Road Runner 2 (OP)	8,720	11.7	7,300	9.8	40	9.8	9.7
CBS TV	10:00	Bugs Bunny/ Road Runner 3 (OP)	8,640	11.6	7,230	9.7	39	9.7	9.7
CBS TV	10:30	Tarzan & the Super Seven I	8,120	10.9	6,710	9.0	36	9.1	9.0
NBC TV	7:30	Land of the Lost (SUS.)							
NBC TV	8:00	Yogi's Space Race I	1,860	2.5	1,490	2.0	18	1.6	2.4
NBC TV	8:30	Yogi's Space Race II	3,050	4.1	2,460	3.3	21	3.1	3.5
NBC TV	9:00	Yogi's Space Race III (OP)	3,800	5.1	3,050	4.1	21	3.9	4.4
NBC TV	9:30	Godzilla Power Hour I	4,470	6.0	3,730	5.0	22	4.5	5.6
NBC TV	10:00	Godzilla Power Hour II (OP)	6,030	8.1	5,070	6.8	28	7.0	6.7
NBC TV	10:30	Fantastic Four	4,620	6.2	3,430	4.6	19	4.8	4.4

DAY SAT. SEP. 30, 1978 — WEEK 2

Network	Time	Program	Total Audience (Households (000))	Total Audience %	Average Audience (Households (000))	Average Audience %	Share of Audience %	Avg. Aud. by ¼ Hr. % (1st)	Avg. Aud. by ¼ Hr. % (2nd)
ABC TV	8:00	Scooby Doo, Where Are You? (OP)	3,870	5.2	2,980	4.0	32	3.5	4.5
ABC TV	8:30	Fangface (OP)	5,510	7.4	4,540	6.1	35	5.4	6.8
ABC TV	9:00	Challenge of the Superfriends I	6,560	8.8	5,890	7.9	36	7.7	8.1
ABC TV	9:30	Challenge of the Superfriends II (OP)	6,480	8.7	5,660	7.6	31	8.0	7.3
ABC TV	10:00	Scooby's All-Stars I	5,660	7.6	4,990	6.7	27	6.3	7.0
ABC TV	10:30	Scooby's All-Stars II	6,180	8.3	5,140	6.9	28	6.9	7.0
CBS TV	8:00	All New Popeye Hour I (OP)	4,170	5.6	3,350	4.5	35	3.9	5.1
CBS TV	8:30	All New Popeye Hour II (OP)	5,510	7.4	4,540	6.1	35	5.9	6.2
CBS TV	9:00	Bugs Bunny/ Road Runner 1 (OP)	6,930	9.3	5,740	7.7	34	7.4	8.1
CBS TV	9:30	Bugs Bunny/ Road Runner 2 (OP)	8,050	10.8	7,000	9.4	38	9.2	9.5
CBS TV	10:00	Bugs Bunny/ Road Runner 3 (OP)	8,720	11.7	7,230	9.7	39	9.6	9.7
CBS TV	10:30	Tarzan & the Super Seven I	8,490	11.4	7,150	9.6	39	9.6	9.6
NBC TV	7:30	Land of the Lost (SUS.)							
NBC TV	8:00	Yogi's Space Race I	2,160	2.9	1,490	2.0	17	1.6	2.4
NBC TV	8:30	Yogi's Space Race II	3,200	4.3	2,530	3.4	20	3.2	3.5
NBC TV	9:00	Yogi's Space Race III (OP)	4,020	5.4	3,130	4.2	19	4.3	4.0
NBC TV	9:30	Godzilla Power Hour I	3,730	5.0	3,280	4.4	19	4.2	4.6
NBC TV	10:00	Godzilla Power Hour II (OP)	5,440	7.3	4,400	5.9	24	5.9	5.9
NBC TV	10:30	Fantastic Four	4,470	6.0	3,500	4.7	19	4.4	5.0

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	4.8	5.8	6.8	9.2	10.9	13.5	16.0	17.9	19.2	22.0	23.9	25.1	25.2	25.0	25.1	24.7
WK 2	4.4	5.5	7.0	8.9	11.5	14.1	16.4	18.6	21.7	23.7	24.9	25.1	24.6	25.1	24.5	24.6

U. S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). | (R) Repeat, see page B. | (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEP. 23, 1978

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	6,480		5,140		4,920		4,620	15,420								
TOTAL AUDIENCE (%)	8.7		6.9		6.6		6.2	20.7								
Program	Scooby's All-Stars III (OP)		All New Pink Panther (OP)		ABC Weekend Specials "THE PUPPY WHO WANTED A BOY"		NCAA Football Pre-Game (1)	← NCAA Football Game "VARIOUS TEAMS & TIMES" (12:43-4:08PM) ¤								
AVERAGE AUDIENCE (Households (000))	5,440		4,320		4,250		3,730	6,930								
AVERAGE AUDIENCE (%)	7.3		5.8		5.7		5.0	9.3		8.3*		9.2*		9.1*		9.0*
SHARE OF AUDIENCE %	29		29		24		22	32		32 *		36 *		33 *		30 *
AVG. AUD. BY ¼ HR. %	7.3	7.3	5.8	5.9	5.5	5.8	5.1	6.2	7.8	8.8	9.0	9.4	9.6	8.6	8.6	9.4

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	8,790		7,750		6,560		7,450		5,660		5,220					
TOTAL AUDIENCE (%)	11.8		10.4		8.8		10.0		7.6		7.0					
Program	Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes					
AVERAGE AUDIENCE (Households (000))	7,150		6,330		5,590		6,110		4,690		4,250					
AVERAGE AUDIENCE (%)	9.6		8.5		7.5		8.2		6.3		5.7					
SHARE OF AUDIENCE %	40		35		31		33		23		21					
AVG. AUD. BY ¼ HR. %	9.8	9.4	8.8	8.1	7.5	7.6	8.2	8.3	6.2	6.3	5.7	5.7				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	3,580		2,760		2,460		3,350						3,430	9,090		
TOTAL AUDIENCE (%)	4.8		3.7		3.3		4.5						4.6	12.2		
Program	Krofft Superstar I		Krofft Superstar II (OP)		Fabulous Funnies		Baggy Pants & the Nitwits						(2)	← NBC Major League Baseball "NEW YORK YANKEES VS. CLEVELAND", "PITTSBURGH VS. MONTREAL" & "BOSTON VS. TORONTO" (2:15-4:47PM)		
AVERAGE AUDIENCE (Households (000))	2,680		2,380		2,010		2,760						3,280	4,320		
AVERAGE AUDIENCE (%)	3.6		3.2		2.7		3.7						4.4	5.8		5.4*
SHARE OF AUDIENCE %	15		14		12		15						16	18		18 *
AVG. AUD. BY ¼ HR. %	3.7	3.5	3.1	3.2	2.3	3.0	3.5	3.8					4.4	5.4	5.6	5.2

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	6,630		4,840		4,250		5,510				4,770	15,720				
TOTAL AUDIENCE (%)	8.9		6.5		5.7		7.4				6.4	21.1				
Program	Scooby's All-Stars III (OP)		All New Pink Panther (OP)		ABC Weekend Specials "IF I'M LOST, HOW COME I FOUND YOU?"		← American Bandstand '78 →				NCAA Football Pre-Game	← NCAA Football Game "VARIOUS TEAMS & TIMES" (1:45-5:05PM) ¤				
AVERAGE AUDIENCE (Households (000))	5,440		4,250		3,730		3,200				4,540	6,930				
AVERAGE AUDIENCE (%)	7.3		5.7		5.0		4.3	4.3*		4.3*	6.1	9.3		9.3*		9.0*
SHARE OF AUDIENCE %	31		28		22		19	19 *		19 *	25	32		35 *		33 *
AVG. AUD. BY ¼ HR. %	7.2	7.4	5.6	5.7	4.9	5.1	4.1	4.6	4.2	4.4	6.1	8.5	9.5	9.2	9.2	8.8

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	8,340		7,750		6,330		6,110		5,440							
TOTAL AUDIENCE (%)	11.2		10.4		8.5		8.2		7.3							
Program	Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		← Famous Classic Tales "FIVE WEEKS IN A BALLOON" (1:00-2:00PM) →							
AVERAGE AUDIENCE (Households (000))	7,000		6,630		5,510		5,070		3,800							
AVERAGE AUDIENCE (%)	9.4		8.9		7.4		6.8		5.1	4.8*		5.4*				
SHARE OF AUDIENCE %	40		39		33		30		21	21 *		22 *				
AVG. AUD. BY ¼ HR. %	9.6	9.2	9.0	8.7	7.5	7.3	6.7	7.0	4.9	4.7	5.5	5.3				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	3,650		3,730		3,500		3,350						11,550			
TOTAL AUDIENCE (%)	4.9		5.0		4.7		4.5						15.5			
Program	Krofft Superstar I		Krofft Superstar II (OP)		Fabulous Funnies		Baggy Pants & the Nitwits						(3)	← NBC Major League Baseball "CLEVELAND VS. NEW YORK YANKEES" & "TORONTO VS. BOSTON" (2:13-4:43PM)		
AVERAGE AUDIENCE (Households (000))	2,980		2,980		2,910		2,760						5,220			
AVERAGE AUDIENCE (%)	4.0		4.0		3.9		3.7						7.0			6.0*
SHARE OF AUDIENCE %	17		17		17		17						24			23 *
AVG. AUD. BY ¼ HR. %	4.2	3.8	4.0	3.9	3.6	4.1	3.5	3.9					4.9	5.2	6.1	5.9

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	24.4	24.3	24.0	24.1	23.7	24.1	24.9	25.6	26.5	27.7	26.8	27.3	28.0	29.5	29.7	30.1
WK 2	24.0	23.5	22.7	22.6	21.8	22.4	21.6	23.2	23.4	23.2	24.1	24.5	25.4	26.7	26.7	27.8

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "NBC MAJOR LEAGUE PRE GAME", NBC, (2:00-2:15PM).
(1) FOR REMAINING RATINGS, SEE OP PAGES. (3) "NBC MAJOR LEAGUE PRE GAME", NBC, (2:00-2:13PM), FOR RATINGS, SEE OP PAGES.

DAY SAT. SEP. 30, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEP. 23, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)					20,040 26.9											
ABC TV — Program	NCAA Football Game "VARIOUS TEAMS & TIMES" (12:43-4:08PM)(1)¤				NCAA Football Game—2 "U.S.C. VS. ALABAMA" (4:03-7:08PM)											
ABC TV — AVERAGE AUDIENCE (Households (000) & %)					9,910 13.3											
ABC TV — SHARE OF AUDIENCE %		10.6* 33 *		10.4* 31 *	38	10.6* 32 *		12.7* 38 *		13.9* 41 *		13.6* 40 *		14.7* 40 *		13.8* 36 *
ABC TV — AVG. AUD. BY ¼ HR. %	10.3	10.8	10.3	10.5	10.1	11.0	12.3	13.2	13.9	13.9	13.5	13.7	14.8	14.6	13.7	13.9
CBS TV — TOTAL AUDIENCE (Households (000) & %)							5,740 7.7								6,330 8.5	
CBS TV — Program							CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
CBS TV — AVERAGE AUDIENCE (Households (000) & %)							2,980 4.0								5,140 6.9	
CBS TV — SHARE OF AUDIENCE %							12	3.8* 11 *		3.8* 11 *		4.4* 13 *			18	
CBS TV — AVG. AUD. BY ¼ HR. %							3.7	3.8	3.7	4.0	4.3	4.5			6.9	7.0
NBC TV — TOTAL AUDIENCE (Households (000) & %)															5,360 7.2	
NBC TV — Program	NBC Major League Baseball "NEW YORK YANKEES VS. CLEVELAND", "PITTSBURGH VS. MONTREAL" & "BOSTON VS. TORONTO" (2:15-4:47PM)														NBC Nightly News-Sat.	
NBC TV — AVERAGE AUDIENCE (Households (000) & %)															4,320 5.8	
NBC TV — SHARE OF AUDIENCE %		5.5* 17 *		6.0* 18 *		6.2* 19 *									15	
NBC TV — AVG. AUD. BY ¼ HR. %	5.4	5.6	5.9	6.1	6.2	6.1	6.0	6.0							5.7	5.9

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)								7,520 10.1	13,860 18.6						4,690 6.3	
ABC TV — Program	NCAA Football Game "VARIOUS TEAMS & TIMES" (1:45-5:05PM)(1)¤							(2)	ABC Wide World of Sports						ABC World News Tonight-Saturday	
ABC TV — AVERAGE AUDIENCE (Households (000) & %)								7,820 10.5	8,270 11.1						3,730 5.0	
ABC TV — SHARE OF AUDIENCE %		8.3* 27 *		10.2* 33 *		9.5* 31 *		32	30			11.2* 32 *		11.4* 29 *	12	
ABC TV — AVG. AUD. BY ¼ HR. %	7.9	8.8	10.2	10.2	9.6	9.4	9.6	10.5	10.2	10.5	11.2	11.3	12.0	10.7	5.1	5.0
CBS TV — TOTAL AUDIENCE (Households (000) & %)			6,180 8.3						5,220 7.0						7,380 9.9	
CBS TV — Program			World Series of Golf (3:30-5:00PM)						CBS Sports Spectacular						CBS Saturday News with Bob Schieffer	
CBS TV — AVERAGE AUDIENCE (Households (000) & %)			2,530 3.4						3,050 4.1						6,260 8.4	
CBS TV — SHARE OF AUDIENCE %			11	3.5* 11 *		3.0* 10 *		3.7* 12 *	12	3.7* 11 *		4.5* 13 *			21	
CBS TV — AVG. AUD. BY ¼ HR. %			3.6	3.3	3.1	2.9	3.6	3.9	3.4	3.9	4.4	4.6			8.1	8.7
NBC TV — TOTAL AUDIENCE (Households (000) & %)															5,960 8.0	
NBC TV — Program	NBC Major League Baseball "CLEVELAND VS. NEW YORK YANKEES" & "TORONTO VS. BOSTON" (2:13-4:43PM)														NBC Nightly News-Sat.	
NBC TV — AVERAGE AUDIENCE (Households (000) & %)															4,690 6.3	
NBC TV — SHARE OF AUDIENCE %		7.1* 25 *		7.9* 26 *		7.6* 25 *									16	
NBC TV — AVG. AUD. BY ¼ HR. %	6.6	7.5	7.9	8.0	7.4	7.8	7.5								6.3	6.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	31.0	32.4	33.2	34.3	33.3	32.4	32.1	32.2	33.1	34.5	33.9	34.3	36.1	36.5	37.1	38.5
WK 2	29.0	30.7	31.3	31.3	30.6	30.8	32.1	32.5	33.1	34.4	34.5	35.9	38.8	39.7	39.6	40.7

U. S. TV Households: 74,500,000 ⊢ Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SAT. SEP. 30, 1978

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FOR REMAINING RATINGS, SEE OP PAGES. (2) "NCAA FOOTBALL POST GAME", ABC, (4:50-5:00PM).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. SEP. 24, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															3,200 4.3	
ABC TV program													Kids Are People Too I (SUS.)		Kids Are People Too II	
AVERAGE AUDIENCE (Households (000) & %)															2,760 3.7	
SHARE OF AUDIENCE %															19	
AVG. AUD. BY ¼ HR. %															3.6	3.8
CBS TV TOTAL AUDIENCE (Households (000) & %)									1,420 1.9		2,010 2.7					
CBS TV program									What's New, Mister Magoo? (OP)		Clue Club (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									890 1.2		1,490 2.0					
SHARE OF AUDIENCE %									9		13					
AVG. AUD. BY ¼ HR. %									.8	1.6	1.8	2.2				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,460 3.3	
ABC TV program													Kids Are People Too I (SUS.)		Kids Are People Too II	
AVERAGE AUDIENCE (Households (000) & %)															2,090 2.8	
SHARE OF AUDIENCE %															13	
AVG. AUD. BY ¼ HR. %															2.8	2.9
CBS TV TOTAL AUDIENCE (Households (000) & %)									1,120 1.5		1,790 2.4					
CBS TV program									What's New, Mister Magoo? (OP)		Clue Club (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									890 1.2		1,420 1.9					
SHARE OF AUDIENCE %									9		11					
AVG. AUD. BY ¼ HR. %									1.3	1.2	1.7	2.2				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	3.5	4.2	4.9	5.5	5.9	7.0	8.7	11.0	13.3	15.3	15.9	17.0	18.7	19.8	20.1	19.9
WK 2	3.0	3.4	4.3	5.2	7.1	8.8	10.1	12.0	13.1	15.2	16.9	19.3	20.7	21.0	21.2	20.8

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. OCT. 1, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. SEP. 24, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,980 4.0		3,050 4.1		2,530 3.4		3,130 4.2									
Program	Kids Are People Too III		Animals, Animals, Animals (OP)		Issues And Answers		College Football 1978		Directions (SUS.)							
AVERAGE AUDIENCE (Households (000) & %)	2,530 3.4		2,530 3.4		1,940 2.6		2,460 3.3									
SHARE OF AUDIENCE %	16		15		11		14									
AVG. AUD. BY ¼ HR. %	3.5	3.4	3.4	3.3	3.0	2.3	3.5	3.1								
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				6,030 8.1		18,630 25.0							
Program	Camera Three (SUS.)		Face the Nation				CBS NFL Football Pre Game		← CBS NFL Football Game 1 → "VARIOUS TEAMS & TIMES" (1:00-7:18PM)¤							
AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0				4,540 6.1		9,540 12.8	9.2*		12.4*		13.4*		13.9*
SHARE OF AUDIENCE %			13				28		41	35 *		42 *		41 *		41 *
AVG. AUD. BY ¼ HR. %			3.2	2.9			5.5	6.7	8.3	10.1	12.2	12.6	14.0	12.9	13.5	14.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,530 3.4		3,580 4.8		19,440 26.1							
Program					Meet the Press		NFL '78 — NBC		← NFL Football Game 1 — NBC → "VARIOUS TEAMS & TIMES" (1:00-4:57PM)¤							
AVERAGE AUDIENCE (Households (000) & %)					2,090 2.8		2,830 3.8		8,640 11.6	9.4*		11.4*		12.4*		11.7*
SHARE OF AUDIENCE %					14		17		36	36 *		39 *		38 *		35 *
AVG. AUD. BY ¼ HR. %					2.7	2.8	3.6	3.9	8.4	10.4	11.2	11.5	11.9	13.0	11.9	11.4

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,760 3.7		2,460 3.3		2,310 3.1		2,380 3.2									
Program	Kids Are People Too III		Animals, Animals, Animals (OP)		Issues And Answers		College Football 1978		Directions (SUS.)							
AVERAGE AUDIENCE (Households (000) & %)	2,160 2.9		1,710 2.3		1,710 2.3		1,790 2.4									
SHARE OF AUDIENCE %	14		10		10		9									
AVG. AUD. BY ¼ HR. %	2.7	3.0	2.5	2.1	2.5	2.0	2.1	2.7								
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				6,480 8.7		19,520 26.2							
Program	Camera Three (SUS.)		Face the Nation				CBS NFL Football Pre Game		← CBS NFL Football Game 1 → "VARIOUS TEAMS & TIMES" (1:00-5:00PM)¤							
AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0				4,990 6.7		9,760 13.1	11.8*		13.5*		12.9*		12.7*
SHARE OF AUDIENCE %			13				26		39	41 *		42 *		38 *		37 *
AVG. AUD. BY ¼ HR. %			2.7	3.4			6.2	7.2	10.8	12.9	13.7	13.2	13.3	12.5	12.2	13.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,830 3.8		3,050 4.1		13,860 18.6							
Program					Meet the Press		NFL '78 — NBC		← NFL Football Game 1 — NBC → "VARIOUS TEAMS & TIMES" (1:00-4:19PM)¤							
AVERAGE AUDIENCE (Households (000) & %)					2,240 3.0		2,160 2.9		5,890 7.9	6.9*		9.1*		7.9*		6.7*
SHARE OF AUDIENCE %					14		12		24	25 *		28 *		23 *		19 *
AVG. AUD. BY ¼ HR. %					3.0	2.9	2.6	3.2	6.2	7.6	8.8	9.4	8.5	7.3	6.7	6.8
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	20.6	21.4	22.2	23.1	22.9	22.6	23.5	25.2	27.0	28.8	29.4	30.1	32.3	33.3	33.8	33.7
WK 2	20.2	21.4	21.9	22.3	23.5	24.5	25.4	26.9	27.7	29.9	32.7	33.9	35.1	35.5	35.8	35.6

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

DAY SUN. OCT. 1, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. SEP. 24, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
ABC TV AVERAGE AUDIENCE (Households (000) & %)																
ABC TV SHARE OF AUDIENCE %																
ABC TV AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)			5,740 7.7		20,410 27.4											
CBS TV programs	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:18PM)(1)¤		CBS NFL Football Post		CBS NFL Football Game 2 "VARIOUS TEAMS & TIMES" (4:00-7:18PM)¤											
CBS TV AVERAGE AUDIENCE (Households (000) & %)		14.7*	4,990 6.7		9,830 13.2	9.1*		12.4*		13.5*		14.3*		14.6*		14.5*
CBS TV SHARE OF AUDIENCE %		43 *	19		32	25 *		33 *		34 *		35 *		34 *		33 *
CBS TV AVG. AUD. BY ¼ HR. %	14.5	14.9	7.2	6.3	7.7	10.6	12.0	12.7	13.4	13.7	14.2	14.5	14.6	14.7	14.6	14.4
NBC TV TOTAL AUDIENCE (Households (000) & %)						4,540 6.1			4,690 6.3						5,660 7.6	
NBC TV programs	NFL Football Game 1 — NBC "VARIOUS TEAMS & TIMES" (1:00-4:57PM)¤					(2)			Horowitz-Live! (5:00-6:00PM)						NBC Nightly News-Sun.	
NBC TV AVERAGE AUDIENCE (Households (000) & %)		12.4*		12.6*		4,250 5.7			2,980 4.0	4.4*		3.6*			4,470 6.0	
NBC TV SHARE OF AUDIENCE %		36 *		35 *		15			10	11 *		9 *			13	
NBC TV AVG. AUD. BY ¼ HR. %	12.2	12.6	12.6	12.6		6.1	5.0		4.7	4.1	3.7	3.4			5.6	6.5

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
ABC TV AVERAGE AUDIENCE (Households (000) & %)																
ABC TV SHARE OF AUDIENCE %																
ABC TV AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)					4,400 5.9			6,780 9.1							5,360 7.2	
CBS TV programs	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-5:00PM)¤			(3)	World Series of Golf-1 (4:00-4:54PM)(1)				World Series of Golf-2 (4:54-6:10PM)						CBS Evening News	
CBS TV AVERAGE AUDIENCE (Households (000) & %)		13.7*		14.4*	2,460 3.3	3.6*		4,170 5.6		5.6*		5.5*			3,950 5.3	
CBS TV SHARE OF AUDIENCE %		38 *		38 *	8	9 *		13		14 *		13 *			11	
CBS TV AVG. AUD. BY ¼ HR. %	13.8	13.6	14.4	14.4	3.7	3.5	3.1	6.5	5.6	5.6	5.5	5.4	5.5		4.6	6.1
NBC TV TOTAL AUDIENCE (Households (000) & %)						25,930 34.8										
NBC TV programs	NFL Football Game 1 — NBC "VARIOUS TEAMS & TIMES" (1:00-4:19PM)¤					NFL Football Game 2 — NBC "VARIOUS TEAMS & TIMES" (4:00-7:24PM)¤										
NBC TV AVERAGE AUDIENCE (Households (000) & %)		7.6*		9.4*		14,080 18.9		14.8*		18.0*		18.9*		20.5*		22.1*
NBC TV SHARE OF AUDIENCE %		21 *		26 *		43		37 *		44 *		45 *		46 *		47 *
NBC TV AVG. AUD. BY ¼ HR. %	7.4	7.8	9.7	9.1		13.5	14.3	15.4	18.2	17.9	18.9	18.9	20.1	21.0	21.6	22.6

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	33.8	34.7	36.0	36.2	36.6	36.6	36.3	37.2	39.3	40.4	41.3	42.4	44.2	45.8	46.2	47.2
WK 2	36.9	36.9	37.6	39.3	40.2	39.4	39.7	40.1	40.3	41.2	42.0	42.9	44.5	45.6	46.7	48.5

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). | (R) Repeat, see page B. | (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "NFL FOOTBALL POST-NBC", NBC, (4:19-4:35PM).
(3) "CBS NFL FOOTBALL POST", CBS, (3:50-4:00PM)(SUS.).

DAY SUN. OCT. 1, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 9.00-11.55PM NFL MONDAY NIGHT FOOTBALL													
9.00-12.04AM	11.00	FOR RTGS SEE PAGE	A-2				18.4	FOR RTGS SEE PAGE	A-3				20.6
	11.15				17.4*	33*	16.5				20.1*	37*	19.7
	11.30						15.5						18.1
	11.45				15.7*	33*	16.0				17.5*	41*	16.8
	12.00												16.2
CBS 8.36- 9.06PM WKRP IN CINCINNATI	9.00	FOR RTGS SEE PAGE	A-2				23.4						
CBS 9.06- 9.36PM PEOPLE	9.30	FOR RTGS SEE PAGE	A-2				21.1						
CBS 9.36-10.06PM M*A*S*H	10.00	FOR RTGS SEE PAGE	A-2				28.0						
CBS 10.06-10.36PM ONE DAY AT A TIME	10.30	FOR RTGS SEE PAGE	A-2				25.0						
CBS 10.36-11.09PM CBS NEWS SPECIAL REPORT(S)	11.00	FOR RTGS SEE PAGE	A-2				9.0						
NBC 8.37- 9.37PM LITTLE HOUSE-PRAIRIE	9.30	FOR RTGS SEE PAGE	A-2				25.3						
NBC 9.37-11.54PM NBC MONDAY NIGHT MOVIES	11.00	FOR RTGS SEE PAGE	A-2				21.1						
	11.15				21.0*	42*	20.9						
	11.30						21.0						
	11.45				20.5*	47*	19.8						
EVENING TUESDAY													
ABC 11.30-12.41AM TUESDAY MOVIE OF THE WEEK	11.30	6,030	8.1	3,350	4.5	18	6.1	6,560	8.8	4,170	5.6	23	7.3
	11.45				5.6*	19*	5.1				6.7*	23*	6.2
	12.00						3.8						5.4
	12.15				3.8*	17*	3.7				5.1*	22*	4.7
	12.30						3.6						4.3
ABC 12.41- 1.33AM TUESDAY MOVIE-WEEK PART 2													
12.41- 1.05AM	12.30	2,980	4.0	2,460	3.3	24	3.4	2,830	3.8	2,680	3.6	23	3.9
	12.45						3.4						3.6
	1.00						3.5						3.3
	1.15				3.3*	26*	3.1						
	1.30						2.8						
EVENING WEDNESDAY													
ABC 11.30-12.37AM POLICE WOMAN	11.30	6,850	9.2	5,360	7.2	31	7.9	6,110	8.2	4,250	5.7	23	6.1
	11.45				7.7*	28*	7.5				6.0*	21*	5.8
	12.00						7.0						5.6
	12.15				7.0*	34*	6.9				5.6*	26*	5.6
	12.30						6.0						4.8
ABC 12.37- 1.19AM SWAT-WED													
12.37-12.56AM	12.30	3,500	4.7	2,760	3.7	28	4.5	2,240	3.0	2,160	2.9	17	3.0
	12.45				3.9*	27*	3.7						2.7
	1.00						3.4						
	1.15						3.4						
CBS 9.00-11.24PM CBS WEDNESDAY NIGHT MOVIE	11.00							FOR RTGS SEE PAGE	A-7				14.0
CONT'D													

U.S. TV HOUSEHOLDS: 74,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING WEDNESDAY CONT'D													
CBS 9.00-11.24PM CBS WEDNESDAY NIGHT MOV-CONT'D	11.15										13.7*	31*	13.1
EVENING THURSDAY													
ABC 11.30-12.36AM STARSKY AND HUTCH-11:30 / 11.30-12.37AM	11.30	6,780	9.1	5,140	6.9	28	7.4	7,450	10.0	4,920	6.6	26	7.8
	11.45				7.2*	26*	7.0				7.2*	24*	6.6
	12.00						6.9						6.4
	12.15				6.8*	29*	6.8				6.3*	28*	6.2
	12.30						5.7						5.2
ABC 12.36- 1.00AM SWAT-THUR / 12.37- 1.16AM	12.30	3,580	4.8	3,350	4.5	27	4.3	3,350	4.5	2,830	3.8	25	4.2
	12.45						4.6				3.9*	23*	3.8
	1.00												3.6
	1.15												3.4
EVENING FRIDAY													
ABC 11.30-12.35AM BARETTA-11:30PM	11.30	7,150	9.6	5,290	7.1	22	7.3	5,510	7.4	3,870	5.2	16	5.7
	11.45				7.2*	20*	7.1				5.6*	16*	5.6
	12.00						7.0						5.0
	12.15				7.0*	23*	7.1				4.8*	16*	4.7
	12.30						6.2						4.3
NBC 1.00- 2.30AM MIDNIGHT SPECIAL / 1.30- 3.00AM	1.00	5,140	6.9	2,610	3.5	24	5.0						
	1.15				4.5*	24*	4.0						
	1.30						3.5	5,290	7.1	2,760	3.7	33	5.9
	1.45				3.3*	24*	3.2				5.4*	36*	4.9
	2.00						3.1						3.7
	2.15				2.7*	25*	2.4				3.5*	31*	3.2
	2.30												2.4
	2.45										2.1*	28*	1.8
EVENING SATURDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	16,910	22.7	16,910	22.7	40	22.7	15,200	20.4	15,200	20.4	39	20.4
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.	11.00	5,220	7.0	5,140	6.9	14	6.9	6,330	8.5	6,260	8.4	19	8.4
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	9,830	13.2	9,830	13.2	24	13.2	8,570	11.5	8,570	11.5	22	11.5
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	12,140	16.3	12,140	16.3	30	16.3	13,860	18.6	13,860	18.6	36	18.6
NBC 9.00-11.19PM NBC SATURDAY NIGHT MOVIES / 9.00-11.30PM	11.00	FOR RTGS SEE PAGE A-12					17.5	FOR RTGS SEE PAGE A-13					12.3
	11.15						15.3				11.6*	26*	10.9
NBC 11.50- 1.10AM SATURDAY NIGHT / 12.00- 1.20AM	11.45	10,500	14.1	6,480	8.7	32	10.0						
	12.00						10.4	9,010	12.1	5,890	7.9	32	8.7
	12.15				9.9*	34*	9.4				8.5*	30*	8.3
	12.30						8.5						8.5
	12.45				7.7*	31*	6.9				8.0*	33*	7.6
	1.00						6.5						7.0
	1.15										6.8*	34*	6.3
EVENING SUNDAY													
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	15,050	20.2	15,050	20.2	31	20.2	18,700	25.1	18,700	25.1	39	25.1

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING SUNDAY CONT'D														
ABC 9.00-11.27PM ABC SUNDAY NIGHT MOVIE		11.15							FOR RTGS SEE PAGE A-15			20.4*	40*	19.2
CBS 7.18- 8.18PM 60 MINUTES		8.15	FOR RTGS SEE PAGE A-14					18.8						
CBS 8.18- 9.18PM MARY		9.15	FOR RTGS SEE PAGE A-14					21.9						
CBS 9.16- 9.17PM NEWSBREAK-SUN. 8.58- 8.59PM		8.45							9,160	12.3	9,160	12.3	19	12.3
		9.15	14,600	19.6	14,600	19.6	29	19.6						
CBS 9.18- 9.48PM ALL IN THE FAMILY		9.45	FOR RTGS SEE PAGE A-14					24.5						
CBS 9.48-10.18PM ALICE		10.15	FOR RTGS SEE PAGE A-14					22.7						
CBS 10.18-11.18PM KAZ		11.15	FOR RTGS SEE PAGE A-14					15.3						
NBC 7.24- 8.24PM WONDERFUL WORLD OF DISNEY		8.15							FOR RTGS SEE PAGE A-15			20.9*	35*	21.4
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN. 9.32- 9.33PM		8.45	14,970	20.1	14,970	20.1	31	20.1						
		9.30							15,940	21.4	15,940	21.4	32	21.4
NBC 11.30- 1.34AM NBC LATE NIGHT MOVIE 11.54- 1.49AM		12.45	FOR RTGS SEE PAGE A-16			3.1*	20*	3.0	FOR RTGS SEE PAGE A-17			2.8*	17*	2.5
		1.00						2.9						2.1
		1.15				2.8*	24*	2.8				2.0*	16*	1.8
		1.30						2.0						1.9
		1.45												1.7
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	TU-F	8.45	16,540	22.2	16,020	21.5	35	19.5	14,680	19.7	14,680	19.7	31	14.6
	M-F	9.45						22.8						23.2
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	11,470	15.4	11,470	15.4	25	14.3	10,580	14.2	10,580	14.2	23	14.2
		9.30						19.5						
CBS 12.52- 1.34AM LATE MOVIE II 12.42- 1.22AM	M-F	12.00	3,430	4.6	2,680	3.6	23	4.6	3,950	5.3	3,130	4.2	26	5.8
		12.15				4.2*	18*	3.9				5.5*	25*	5.3
		12.30						3.7						4.8
		12.45				3.4*	20*	3.5				4.7*	27*	4.3
		1.00						3.6						3.9
		1.15				3.5*	26*	3.4				3.9*	26*	3.9
		1.30						3.2						3.5
		1.45										3.4*	39*	3.2
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	10,880	14.6	10,880	14.6	23	12.9	11,850	15.9	11,850	15.9	26	15.9
		9.30						21.1						
NBC 11.30-12.45AM TONIGHT SHOW	M-F	1.00	FOR RTGS SEE PAGE A-16					3.2	FOR RTGS SEE PAGE A-17					11.3
		1.15				3.1*	26*	3.0				11.1*	52*	10.7
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH	1.45	FOR RTGS SEE PAGE A-16					1.6						
		2.00						1.5						
		2.00						1.7						
		2.15				1.3*	16*	1.1						
		2.30						1.0						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY MONDAY-FRIDAY														
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30							8,870	11.9	6,410	8.6	25	7.4
		4.45										7.8*	24*	8.2
		5.00												9.1
		5.15										9.4*	27*	9.6
CBS 11.54-12.00NN CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,170	5.6	3,800	5.1	25	5.1	4,250	5.7	3,870	5.2	27	5.2
NBC 1.00- 1.30PM FOR RICHER, FOR POORER(B)	THU.	1.00							750	1.0	600	.8	3	.8
		1.15												.8
DAY SATURDAY														
ABC 8.26- 8.29AM SCHOOLHOUSE ROCK-8.26AM		8.15	3,130	4.2	2,910	3.9	30	3.9	3,650	4.9	3,430	4.6	33	4.6
ABC 8.56- 8.59AM SCHOOLHOUSE ROCK-8.56AM		8.45	4,100	5.5	3,800	5.1	29	5.1	5,220	7.0	4,920	6.6	36	6.6
ABC 9.56- 9.59AM SCHOOLHOUSE ROCK-9.56AM		9.45	5,220	7.0	4,920	6.6	27	6.6	5,140	6.9	4,770	6.4	26	6.4
ABC 11.26-11.29AM SCHOOLHOUSE ROCK-11.26AM		11.15	5,360	7.2	5,140	6.9	28	6.9	5,360	7.2	5,140	6.9	29	6.9
ABC 11.56-11.59AM SCHOOLHOUSE ROCK-11.56AM		11.45	4,540	6.1	4,100	5.5	28	5.5	4,020	5.4	3,800	5.1	26	5.1
ABC 12.30-12.50PM NCAA FOOTBALL PRE GAME		12.45	FOR RTGS SEE PAGE A-26					4.7						
ABC 12.50- 4.01PM NCAA FOOTBALL GAME		4.00	FOR RTGS SEE PAGE A-26					10.2						
1.46- 4.48PM		4.45							FOR RTGS SEE PAGE A-27					11.0
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM		8.15	4,100	5.5	3,650	4.9	36	4.9	4,400	5.9	4,170	5.6	40	5.6
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM		8.45	5,140	6.9	4,540	6.1	34	6.1	5,220	7.0	4,540	6.1	33	6.1
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM		9.15	6,480	8.7	6,410	8.6	39	8.6	6,260	8.4	6,030	8.1	34	8.1
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	7,670	10.3	7,450	10.0	40	10.0	7,230	9.7	7,000	9.4	38	9.4
CBS 10.26-10.29AM IN THE NEWS-10.26AM		10.15	8,050	10.8	7,300	9.8	39	9.8	7,970	10.7	7,080	9.5	38	9.5
CBS 11.26-11.29AM IN THE NEWS-11.26AM		11.15	7,600	10.2	7,450	10.0	41	10.0	7,300	9.8	7,000	9.4	40	9.4
CBS 11.56-11.59AM IN THE NEWS-11.56AM		11.45	6,330	8.5	5,890	7.9	33	7.9	7,450	10.0	6,560	8.8	39	8.8
CBS 12.26-12.29PM IN THE NEWS-12.26PM		12.15	5,590	7.5	5,290	7.1	29	7.1	5,660	7.6	5,360	7.2	32	7.2
CBS 12.56-12.59PM IN THE NEWS-12.56PM		12.45	5,890	7.9	5,590	7.5	29	7.5	5,440	7.3	5,140	6.9	30	6.9
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM		1.15	4,690	6.3	4,400	5.9	21	5.9						
NBC 9.27- 9.29AM METRIC MARVELS- 9:27AM		9.15	2,910	3.9	2,830	3.8	18	3.8	2,910	3.9	2,910	3.9	17	3.9
NBC 10.27-10.29AM METRIC MARVELS-10:27AM		10.15	4,990	6.7	4,840	6.5	27	6.5	3,650	4.9	3,500	4.7	19	4.7
NBC 11.57-11.59AM METRIC MARVELS-11:57AM		11.45	2,760	3.7	2,680	3.6	16	3.6	3,050	4.1	2,980	4.0	17	4.0
NBC 2.00- 2.13PM NBC MAJOR LEAGUE PRE GAME		2.00							3,050	4.1	3,200	4.3	17	4.3
DAY SUNDAY														
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	2,680	3.6	2,610	3.5	15	3.5	1,790	2.4	1,560	2.1	9	2.1
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM-SUN.		9.15	1,490	2.0	1,340	1.8	13	1.8	890	1.2	820	1.1	8	1.1
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM-SUN.		9.45	1,710	2.3	1,640	2.2	14	2.2	1,790	2.4	1,710	2.3	13	2.3
CBS 1.00- 3.34PM CBS NFL FOOTBALL GAME 1		3.30	FOR RTGS SEE PAGE A-32					15.3						
CBS 4.00- 7.18PM CBS NFL FOOTBALL GAME 2		7.15	FOR RTGS SEE PAGE A-34					13.6						

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
DAY SUNDAY CONT'D													
CBS 4.00- 4.54PM WORLD SERIES OF GOLF-SUN1(S)	4.45							FOR RTGS SEE PAGE A-35			3.0*	8*	2.8
NBC 4.19- 7.24PM NFL FOOTBALL GAME 2-NBC	7.15							FOR RTGS SEE PAGE A-35			21.6*	42*	21.3

U.S. TV HOUSEHOLDS: 74,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NTI BULLETIN

October 13, 1978

PRESIDENT CARTER ADDRESSES CONGRESS

On Monday, September 18, 1978, President Jimmy Carter reported the results of Camp David meetings to the Congress. The address was carried by television at 8:00-8:36PM NY Time.

NTI estimates of the audience reached by the combined facilities of the national networks are as follows:

	Percent	Millions
Total Audience Households	45.0	33.5
Average Audience Households	38.4	28.6
Total Persons*	26.5	54.2
Total Women	30.8	24.0
18-49	26.2	12.7
Total Men	25.4	17.8
18-49	21.7	10.0
Total Teens	22.1	5.3
Total Children*	21.6	7.1

*Excluding children under 2 years of age.

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NTI BULLETIN

October 13, 1978

THE PRESIDENT'S SEPTEMBER 28 PRESS CONFERENCE

President Jimmy Carter held a nationally televised press conference on Thursday, September 28, 1978, at 4:00-4:31PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	Percent	Millions
Total Audience Households	19.4	14.5
Average Audience Households	16.7	12.4
Total Persons*	7.8	15.9
Total Women	12.8	10.0
18-49	10.0	4.9
Total Men	4.4	3.1
18-49	2.1	1.0
Total Teens	2.7	.6
Total Children*	6.6	2.2

*Excluding children under 2 years of age.

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